

DIVYA RAJARAM

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EDUCATION

Duke University	Durham NC	Dec 2016
Master of Engineering Management(MEM)		GPA: 3.71
SSN College of Engineering (SSNCE)	Chennai India	May 2014
Bachelor of Engineering in Computer Science Engineering		GPA: 3.84

WORK EXPERIENCE

Product Manager Intern, Videology	Baltimore MD	May 2016-Aug2016
<ul style="list-style-type: none">Developed 5 new features that simplified overall user experience of our product and translated into 16% overall reduction in customer support requestsDrafted feature specification documents for new features detailing components, design decisions, mockups, and analytical researchCollaborated with cross functional teams to drive and implement these features to realize a 24% increase in throughput of our productDeveloped processes to track feature usage post launch using Google Analytics and Mouseflow		
Project Manager, Duke Interdisciplinary Social Innovators	Durham NC	Jan 2016 -Mar 2016
<ul style="list-style-type: none">Led a team of 4 members from different academic disciplines to audit DISI and develop strategies to improve the performance and process flows within DISIDefined performance evaluation metrics and process flows for both the organization and its membersRecommended strategies on reorganizing DISI to achieve operational efficiency and project turnarounds		
Research Consultant, Digital Scholarship Services	Durham NC	Oct 2015 – Dec 2016
<ul style="list-style-type: none">Developed an interactive platform to publish film reviews and analysis as a part of undergraduate course curriculum using ScalarAided researchers to scope their project ideas and identify potential implementation software'sDeveloped a content repository containing information and guides on qualitative and quantitative analysis software's and implementation methods focused on digital humanities projectsEstablished project management process flows which enhanced team productivity by 40%Published 10 product specification documents on text analysis tools used for digital humanities projects		
Student Consultant, Bizwire Marketing	Durham NC	Sep 2015-Apr 2016
<ul style="list-style-type: none">Analyzed 10 potential social media platforms for nonprofits and identified top 5 using cost-benefit analysisRecommend strategies to maximize brand reach and obtained 25% reach within the target marketEvaluated white paper publications around sentiment analysis of twitter data and recommended 3 algorithmic frameworks to create a custom sentiment analysis tool		
Product Associate, Twenty19.com	Chennai India	Aug 2014 -June 2015
<ul style="list-style-type: none">Analyzed website's quantitative data on usage metrics and identified 7 pain points in existing modelFormulated 3 strategies and implemented 7 product features resulting in 15% increase in user engagementRan guerrilla usability study for new features using a low fidelity prototype, incorporated feedback into product design and created documentation resulting in a 24% decrease in bounce ratesDeveloped 2 on-boarding strategies to enhance user experience and observed 10% increase in response rate		

SKILLS

SQL, Google Analytics, C++, HTML, CSS, UX research and testing, Collaboration, Strong communicator, Problem solver, Analytical

ACTIVITIES & LEADERSHIP

Student Member, Student Activities Committee, Duke University	Sep 2015 – Dec 2016
<ul style="list-style-type: none">Organized 3 events for 150 students resulting in 80% turnout and 95% positive response for eventsCollaborated with 2 members and organized the semi-annual graduate formals for 200 people	
Core Committee Member, Sports Club, SSNCE	June 2011- May 2014
<ul style="list-style-type: none">Captained the women's Table Tennis team for 3 yearsPlanned the budget, organized inter-college sports festivals and managed 50 volunteers for 2 consecutive years	
Co-editor, Department of Computer Science, SSNCE	June 2012 -Apr 2014
<ul style="list-style-type: none">Managed a team of 8 dedicated writers and collaborated with design team to release the yearly magazineCo-edited and published 3 editions of the department's newsletter	