

Rohit Subramanian

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EDUCATION

Boston University Questrom School of Business, Boston, MA

May 2022

Bachelor of Science Business Administration - Sophomore

Planned Concentrations: Finance (Major), Computer Science (Minor)

High School Graduated: Bellarmine College Preparatory, San Jose, CA

May 2018

Questrom GPA: 3.13

WORK EXPERIENCE

Hoop Dynasty – Social Media Growth

February 2015- Present

Founder

- Built basketball news-based social media page with a following of 145,000 people on Instagram and 40,000 people on Facebook
- Recognized by the likes of The Score, NBA TV host, and various NBA players including Kevin Durant, Dwyane Wade, Kevin Garnett, and Isaiah Thomas
- Collaborate with editors to produce media content including NBA trivia, statistics, and scores
- Operated Shopify e-commerce business connected to this outlet and used Facebook ads to market website

Digital Marketing Agency

May 2019 – Present

Founder

- Built and manage a network of 100 social media accounts averaging 40,000 followers each
- Offer marketing packages to companies comprised of promotional posts on these accounts
- Notable Clients: FanDuel, BodyArmor Sports Drink, Kingston Sanders, The Tie Bar, Gametime App, Fashion Nova, ISlide, Goat Agency
- Generated \$40,000 in revenue through bundle packages which include graphic design assistance
- Managed the financial tracking, payments/posts for network members and set up the operation team using Excel

NetApp, Sunnyvale, CA

June – August 2019

Operations Intern

- Analyzed sales patterns and constructed project to increase customer acquisition success rate
- Created social media tool for sales education on cloud-based products
- Interviewed NetApp executives to conduct research on sales engagement methods
- Using Excel and Tableau, analyzed churn rates of product offerings on a weekly basis to determine trends and health of product
- Presented findings of analysis to the executives and operations team

Lifetime Tennis Academy, Santa Clara, CA

July – August 2017

Tennis Coach

ACTIVITIES

BizSmart Global Crowdfunding Workshop, Stanford University

August 2017

Team Leader

- Created a business plan for proposed product idea: Vibration-based GPS navigation technology for feet
- Developed product design and roadmap, organized team roles
- Created PowerPoint presentation and pitched to judges, won competition

SKILLS

- *Computer:* Tableau, Microsoft Word, Powerpoint, Excel, Outlook
- *BizDev:* Social Growth/Marketing, E-Commerce, Facebook Ads, Shopify
- *Secondary Languages:* Tamil (native speaker), working knowledge of Spanish