

# Rohit Subramanian

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## EDUCATION

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### **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

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### **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

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### **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

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- *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