

ARMAAN ISMAIL

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EDUCATION

University of California, Berkeley, Haas School of Business | Berkeley, CA Expected May 2023

Majors: *Business Administration, Political Economy*, Minors: *Computer Science, Global Poverty and Practice* GPA: **3.7**

Awards and Honors: Zendesk Case Competition Finalist [2020], *pwc* Case Competition Finalist [2020], Morgan Stanley Case IB Competition [2019], Amazon Case Competition Finalist [2019], Presidential Volunteer Service Award, Gold [2015- 2019], UC Berkeley Leadership Award [2019], DAR Good Citizens Award [2018], Princeton University Book Award [2018]

WORK EXPERIENCES

18 West Consulting | *Associate Consultant Intern* January 2021 - Present

- Due Diligence research and decking on headcount growth, revenue, competitors, market overview for clients as potential investors
- Administered phone conversations with stakeholders of client organization, determine customer satisfaction, product quality, etc

AustinCSI | *Management Consulting Intern* June 2020 – July 2020

- Developed solution-driven strategies through research to cultivate business partnerships with 10 promising Fortune 500 companies
- Improved functionality and user experience of firm's Intranet by restructuring data files and redesigning the layout via Sharepoint
- Devised a comprehensive plan for Call Centers to continue operations during COVID-19 while maintaining employee safety

TechNinja | *CEO and Co-Founder* November 2015 – Present

- Formulated subscription-based business model and growth initiatives, as part of startup incubator, raising \$5,000 in funding
- Designed the brand strategy for TechNinja, maintaining the website and social media, to raise online viewership by 120%
- Mobilized a team of 8 students to provide technological support for 165 seniors, bridging the digital divide in senior homes

New Standard Equities | *Acquisitions Intern* January 2020

- Redesigned Rent Comparison Matrix, a key indicator in deciding to pursue an acquisition, including more viability factors
- Explored possible real estate acquisitions for the company and checked profitability of investment through a UW matrix

Guardian Locket | *CTO and Co-Founder* July 2015 – July 2019

- Spearheaded fundraising efforts through developing a business plan for a pitch competition to raise \$45,000 in startup capital
- Launched customer outreach plan to capture customers through social media marketing and enhancing brand loyalty
- Developed the companion application using Arduino board and Bluetooth technology to integrate locket hardware

EXTRACURRICULAR ACTIVITIES AND VOLUNTEER LEADERSHIP EXPERIENCES

Communications and Publications, Council for USA | *Video and Production Team Lead* March 2020 – Present

- Lead team of 150+ individuals to create a graduation for 2000+ high school/college students across the nation during COVID-19
- Oversee a team of 25 video editors, nationally, creating weekly 75-minute episodes to engage 20,000+ people in creative ways
- Integrated structures and built backend systems to organize team video production team to work a maximum efficiency

180 Degrees Consulting, Berkeley | *Internal Vice President, DEI Committee Chair* August 2019 – Present

- Built website with detailed Tableau maps on Electric Vehicle Charger Density and Disadvantaged Communities in CA for Client
- Formulated way for Microsoft Airband to connect their global partners through summit meant for exchanging best practices
- Fostered better sense of community through DEI and implemented programs to quantify levels of and build inclusiveness

Aga Khan Foundation USA | *Youth Involvement Coordinator, Partnerships Unit Member* January 2014 – Present

- Oversaw production of 3 virtual interactive, informative fundraising events for donors to participate/engage in during COVID-19
- Established AKF Week, program that increased registration numbers and awareness about AKF's projects and global reach
- Partner in planning the annual walk and run, focusing specifically on youth engagement on the day of the walk/run, raised \$150K+

Muslim-Jewish Newground | *Project Manager Intern/Cultural and Religious Ambassador* August 2016 – Present

- Collaborated with like-minded youth, to break through religious misconceptions and work together for a more peaceful world
- Managed the Y4Y Fair, an event to raise awareness for homeless youth, fundraising \$5,000 and making 150+ care packages
- Produced the marketing materials/decks/video presentations for multiple MJNewground events and volunteered at many others

SKILLS, INTERESTS, AND LANGUAGES

Skills: Java, Python, Scheme, SQL, Tableau, R, Sharepoint, Apple/Microsoft Software, Video Editing, Communication, Presentations

Interests: Phi Kappa Tau Fraternity, Traveling, Music, Community Involvement, Dancing, Stand-up Comedy, Baking

Languages: English [Advanced], Spanish [Intermediate], Hindi [Intermediate], Urdu [Intermediate]