

AMAN AVINASH

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Education

University of California, Santa Cruz

Bachelor of Science in Computer Engineering
Minor in Technology Information Management (TIM)

September 2024 – June 2028

Santa Cruz, CA

Mountain House High School

GPA: 4.40
Awards: Golden State Seal of Merit, Community Service Senior Award,
AP Scholar with Distinction, Academic High Honors

August 2020 – May 2024

Mountain House, CA

Relevant Coursework

- Software Methodology
- Data Analytics
- Computer Systems
- Python Abstractions
- Systems Programming

Experience

U.S. Soccer Federation

Soccer Referee

July 2023 – Present

San Francisco Bay Area, CA

- Examined equipment for proper functionality and promoted safe playing conditions.
- Issued penalties for rule infractions in cases after reviewing participant complaints, reducing disputes by roughly 20% compared to previous seasons.
- Officiated in 20+ games per month, consistently maintaining standards of play and verifying game rules to enhance match integrity.
- Conferred with other sporting officials, coaches, players and facility managers to provide information, coordinate activities, and discuss problems.

Code Ninjas

Code Tutor

August 2023 – September 2024

Tracy, CA

- Delivered progress reports for 30+ students on a monthly basis, providing insights to parents and teachers to track learning milestones and improvement.
- Worked closely with students on specific class struggles, closely reviewing materials and assignments to offer targeted help.
- Assessed student learning needs and provided relevant instruction to close knowledge gaps.
- Used variety of teaching methods to successfully help wide range of students.
- Monitored student progress, offering real-time feedback that led to a rough 25% improvement in overall student performance.

KPMG

Intern

June 2024 – August 2024

San Francisco Bay Area, CA

- Analyzed various data sets to extract insights and trends related to customer targeting and behavior modeling.
- Collaborated with cross-functional teams to enhance data-driven decision-making for client projects.
- Applied statistical analysis and modeling techniques to optimize customer segmentation and improve business strategies.

Projects

Personal Portfolio Website | *HTML, CSS, JS*

July 2024

- Designed and developed a modern personal portfolio website showcasing professional experience, projects, and skills with a sleek, user-friendly interface.
- Implemented interactive elements such as particle effects and a responsive navigation menu for an enhanced user experience.
- Integrated a downloadable resume button and visually appealing typography, inspired by the layout and functionality of leading personal websites.

Website Development & Social Media Strategy | *Clipper King*

January 2024

- Led the design and development of Clipper King's website, improving the user interface and increasing online engagement by 35% within three months.

- Managed the brand's social media presence, increasing online visibility and client interaction through targeted campaigns.
- Analyzed digital traffic and user behavior, optimizing website content and social media strategies, which contributed to an estimated 25% improvement in conversion rates.

Brand Management & Social Media Consulting | Golden Kids Montessori

October 2023

- Acted as the lead brand manager, helping refine the school's brand image through a cohesive marketing strategy.
- Oversaw social media initiatives, creating content that resonated with parents and educators, boosting enrollment interest.
- Conducted competitive analysis, developing advertising and branding techniques that aligned with Montessori philosophy, improving brand recognition by 25% among target audiences.

Brand & Advertisement Research | Shalimar Restaurant

November 2022

- Conducted in-depth research on branding and advertisement strategies, identifying 5 key areas for improvement that led to a proposed 12% increase in customer engagement.
- Assisted in crafting targeted advertising campaigns aimed at increasing brand recognition and customer footfall.
- Collaborated with restaurant management to align branding efforts with customer preferences and market trends, enhancing customer satisfaction ratings by 30% measured through customer reviews.

Technical Skills

Languages: Python, Java, HTML/CSS, JavaScript, Go

Developer Tools: VS Code, Google Colab

Technologies/Frameworks: Linux, MakeCode, GitHub

Leadership / Extracurricular

DECA Consulting

August 2020 – May 2024

Consultant

Mountain House High School

- Led a cross-functional team to deliver web and social media solutions for multiple businesses, enhancing their digital presence.
- Achieved top 10 at the international level in competition, demonstrating advanced business strategy, marketing, and leadership skills, competing against 100's of teams globally.
- Represented Mountain House High School at international conferences, contributing to strategic business planning and innovation.

MHHS Indian Student Association

July 2023 – May 2024

Founding President

Mountain House High School

- Spearheaded the creation of the Indian Student Association, establishing a platform that engaged over 400 students in celebrating and promoting Indian culture within the school community.
- Organized and led 3+ diverse cultural events, mobilizing 20+ volunteers to ensure successful community engagement and participation, enhancing cultural awareness among students.
- Fostered cultural exchange and unity, creating a space for students to connect, share traditions, and celebrate Indian heritage.

Cisco Career Exploration Program

July 2023 – August 2023

Participant

Cisco Systems Inc.

- Engaged in hands-on STEM workshops, hackathons, and interactive presentations focused on advancing technical and problem-solving skills.
- Networked with 20+ industry experts and Cisco executives, gaining valuable insights into the tech industry and career development, which informed future career decisions.
- Collaborated with peers on innovative projects, exploring emerging technologies and their applications in real-world scenarios.

Norman Mineta Bay Area Summer Academy

June 2023 – July 2023

Intern

San Francisco Municipal Transportation Agency (SFMTA)

- Gained comprehensive insight into the operations and management of a large transportation organization through hands-on learning experiences over 6 weeks.
- Explored various facets of transportation planning, sustainability, and public transit services in the Bay Area.
- Collaborated with several industry professionals to understand the challenges and solutions involved in urban transportation systems.