

Smriti Barla

smritiyadav99@gmail.com | (309) 258-9465 | Seattle, WA
smritibarla.me | [linkedin.com/in/smriti-barla/](https://www.linkedin.com/in/smriti-barla/)

EDUCATION

The University of Iowa (*Iowa City, IA*) **Expected Dec. 2021**
B.B.A. Business Analytics & Information Systems | Tippie College of Business
B.A. Computer Science | College of Liberal Arts & Sciences

RELEVANT WORK EXPERIENCE

Amazon Web Services: Lead Development Rep & Demand Generation Intern (*Seattle, WA*) **June 2020 – Aug 2020**

- Received a full-time return offer for Jan 2021 & AWS Cloud Practitioner Certification
- Engaged with 1,375 telecom company decision makers (250 per week) to qualify opportunities for AWS workloads (campaigns consisted of both Greenfield and Marketing generated leads)
- Performed extensive customer research to deliver 4 telecom client presentations for the integration of AWS services

Emerging Tech: Cyber Analyst Intern (*Washington, DC & Iowa City, IA*) **Sept. 2020 – June 2021**

- Configured companywide Jira project-management software from scratch, managing 5 different government contracts
- Conducted Mobile Access Capability Package Testing in 2 months, while documenting ~300 test cases on-site, in support of the FBI's Enterprise Remote Access Service (ERAS) Project

Federal Bureau of Investigation: Business Analyst Intern (*Washington, DC*) **June 2019 – Feb. 2020**

- Assisted 4 teams within the FBI IT Application Data Division creating user stories for the design of a human-source security application while consulting with the Intelligence Division/Special Agents to formulate the UI/UX style guide
- Planned 2-week sprints within an Agile environment and maintained weekly sprint metrics for the scrum master

Fresh Prints: Campus Manager (*Iowa City, IA*) **Aug. 2018 – Dec. 2020**

- Generated \$100K in revenue by managing a custom apparel business overseeing all processes including graphics, price quoting, apparel ordering, invoice payment, customer relations, and a market size of 40,000+ students
- Managed over 150 client relationships on campus, other universities, large events, and businesses throughout the US

Tippie College of Business: Tippie Peer Mentor (*Iowa City, IA*) **Aug. 2018 – Dec. 2019**

- Instructed 2 seminars per semester for first-year students, directly admitted into the Tippie College of Business, dealing with professional development, LinkedIn, HireaHawk, resumes, Career Center opportunities & resources

Under the Bed Boutique & Kozy Korner Wholesale: Entrepreneur (*Iowa City, IA*) **Sept. 2017 – Present**

- Launched an online boutique through Poshmark to purchase wholesale fashion retail products and sell curated styles and brands to customers (99K followers, 2,600+ listings, 800+ 5-star ratings) (started wholesale brand in 2019)
- Achieved \$10K revenue within the first 11 months and currently self-managing all business operations

TECHNICAL SKILLS & CERTIFICATIONS

Top Secret/SCI with Polygraph Security Clearance, AWS Cloud Practitioner, Agile, Python, Java, Tableau, SQL, C#, C, Haskell, Excel, PowerPoint, Jira, Asana, Slack

LEADERSHIP AND VOLUNTEER EXPERIENCE

Executive President: UI South Asian Student Alliance **Aug. 2017 – Present**

- Oversaw all organization operations, administrative duties, and external relations of a student run board (90 members) responsible for hosting large scale cultural events on campus (~800 students in attendance)
- Grew the organization from 16 to 100+ members over 4 years; focusing on increasing South Asian representation

Team Co-Captain: Iowa Andhi (Nationally Competitive Dance Team) **Aug. 2017 – Present**

- Choreographed for and supervised the University of Iowa's nationally competitive South Asian Fusion Dance Team
- Handled contracting, applications, sound/production materials, national travel, finances, and external relations

AWARDS & RECOGNITIONS

Iowa IdeaStorm Pitch Competition | Received First Place in Health Initiatives Category for QuickEMT pitch **Feb. 2021**
Diversity & Business Ethics Case Competition | Received Third Place at University of Colorado, Boulder **Feb. 2020**
Tippie 21 Under 21 | Awarded for Leadership, Scholarship, Experiential Learning, and Cross-Cultural Experience **Apr. 2019**
Iowa Startup Games | Startup competition: Received People's Choice, Marketing, and Sustainability Awards **Sept. 2018**