



# NEYTHRA SRINIVASAN

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## WORK EXPERIENCE

### CO-FOUNDER & PRODUCT MANAGER

ZEDU – An equitable education company

📍 REMOTE 📅 JULY 2023 – PRESENT

- ❖ Wrote a thesis and pitch statement to outline key points for investors and solidify the philosophy behind the product
- ❖ Designed brand identity and company logo
- ❖ Outlined user flow diagram and mood board as a tool to collaborate with the design team over website creation
- ❖ Determined key market segments, product roadmap and financial plan by creating a Market Requirements Document
- ❖ Created a Go To Market Plan for rollout of the product

### ASSOCIATE PRODUCT MANAGER

BLOOM ENERGY – An renewable energy company

📍 SAN JOSE, CA 📅 FEB 2022 – JULY 2023

- ❖ Conducted strategic reviews which led to product changes that increased the product efficiency by 15% and decreased cost by 10%
- ❖ Collaborated with engineering and business to streamline and define product roadmaps
- ❖ Created Market Requirements Documents (MRD) and worked with engineering to create the Product Requirements Document (PRD)
- ❖ Defined value propositions and competitive advantages for our product
- ❖ Designed brochures, data sheets, flyers and other marketing materials
- ❖ Created customer-facing technical documentation and diagrams with metrics, specifications, layouts, etc.
- ❖ Represented the company to customers through presentations, RFIs, meetings, tours, and dinners
- ❖ Developed a database of technical and marketing knowledge for internal/external use

### EQUIPMENT ENGINEERING CO-OP

COCA-COLA INC. – A beverage company

📍 ATLANTA, GA 📅 JAN 2019 – AUGUST 2020

- ❖ Created a cost analysis model to prove financial benefits of a nitrogen generator which offset the cost of nitrogen tanks after 6 months
- ❖ Saved potential client one employee hour a day by performing time studies and offering a more efficient alternative
- ❖ Created and performed a test procedure for new cooler technology to evaluate benefits

## EDUCATION

### GEORGIA INSTITUTE OF TECHNOLOGY

Bachelors of Science in Mechanical Engineering  
AUG 2017 – DEC 2021

GPA: Major – 3.64/4.00, Overall – 3.54/4.00  
Graduated with High Honors

## SKILLS

- ❖ Marketing communications, strategy, analysis, and research
- ❖ Product management and development
- ❖ New product rollout and introduction
- ❖ HTML, CSS, and JavaScript
- ❖ UI/UX Design, Figma
- ❖ Customer communication, user experience
- ❖ Digital design of marketing materials
- ❖ Python, Matlab, LabView, Excel
- ❖ Illustrator, InDesign, Graphic Design
- ❖ 3D Printing, Laser Cutting, CNC, Lathe
- ❖ Welding, Soldering, Building, Circuit Design
- ❖ SolidWorks, AutoCAD, Arduino, MyRIO
- ❖ Sewing, Embroidery, Drawing, Painting

## ACHIEVEMENTS

- ❖ Personally created founding principles and thesis of new start-up venture (2023)
- ❖ Spearheaded the successful introduction of a new product into a competitive market (2022)
- ❖ Graduated with High Honors from Georgia Tech Mechanical Engineering (2021)
- ❖ Ambassador of the Woodruff School of Mechanical Engineering (2021)
- ❖ Won 3<sup>rd</sup> place out of 40 teams in a robotics competition (2021)
- ❖ Several leadership roles in Alpha Chi Omega including the organization of recruitment (2020)