

Ramya Sri Golakoti

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Summary

A dedicated and driven master's student in business, equipped with a diverse background in both science and business, exemplifying resilience in overcoming challenges. After exploring multiple career paths, a deep passion for business emerged, shaping a fulfilling academic and professional journey, including initiating and leading the *Made by Us Marketplace* while working as a Graduate Assistant in Student Affairs. As an MBA candidate, there is a strong commitment to applying advanced knowledge, driving student-centered initiatives, and continuing to grow through impactful experiences and new opportunities.

Education

Masters of Business Administration, Saint Leo 01/2025 – present | Florida, United States
Bachelor of Business Administration, Gitam university 08/2020 – 05/2023 | Visakhapatnam, India

Professional Experience

Saintleo University, Graduate Assistant (GA) for Student Affairs 09/2025 – 12/2026 | Tampa, FL

- Supported Student Affairs by handling administrative tasks, event coordination, and student engagement activities.
- Initiated and led the *Made by Us Marketplace*, a student-led initiative for managing vendors, products, and marketing.
- Collaborated with faculty and students to plan, organize, and execute all campus events and departmental programs.
- Gained experience in student relations, project coordination, communication, and program task and data execution.

Digital Word Of Mouth, Web analyst 12/2023 – 05/2024 | Visakhapatnam, India

- Strategically gathered client-specific data to enhance the website performance and improve overall user experience.
- Conducted systematic data collection and analysis to generate actionable insights and detailed performance reports.
- Applied conversion & optimization strategies to increase user engagement and improve digital interaction outcomes.
- Utilized audience segmentation and for precise data targeting to support outreach and monitor overall performance.

Qualminds, Human Resources 06/2022 – 08/2022 | Visakhapatnam, India

- Sourced and screened candidates effectively, identifying highly qualified talent that meets company requirements.
- Conducted thorough interviews to assess each candidate's suitability, skills, and role compatibility all data carefully.
- Streamlined throughout recruitment processes, efficient sourcing, structured screening, and candidate evaluation.
- Supported hiring experiences for candidates & teams, ensuring seamless onboarding and organizational alignment.

Verzo, Sales and Marketing 01/2022 – 02/2022 | Visakhapatnam, India

- Promoted and sold courses through social media by creating consistently engaging and popular shareable content.
- Built active online communities to drive course enrollments, discussions, and meaningful, potent user participation.
- Developed strategies to increase visibility, attract potential learners, and expand overall course to reach successfully.
- Focused on fostering ceaseless interaction and growth through dynamic, interactive, and engaging online platforms.

LearnX, Team manager for HR department 10/2021 – 11/2021 | Visakhapatnam, India

- Handled recruitment of new interns and effectively managed the entire team to ensure the maximum performance.
- Set clear objectives and smart plans targets for team members to maintain Concentration and drive high productivity.
- Supervised daily operations while providing consistent guidance to facilitate earning organizational goals efficiently.
- Fostered a collaborative environment to enhance team dynamics, communication, and to workflow for better results.

Certificates

Marketing: Customer Needs and Wants IESE Business School	Digital Marketing and E-commerce Google	Innovation for Entrepreneurs University of Maryland, College Park	Recruiting, Hiring, and Onboarding Employees University of Minnesota
Financial Markets Yale University	The Power of Statistics Google	Python Google	Internet, Technology, and Security University of Michigan

Skills

Digital marketing ● Business research and data analytics ● Strong Communication skills ● Problem solving skills ● Leadership skills ● Decision making ● Creative skills ● Employee Relations ● Onboarding experience

Accomplishments

- Organized Shore Fest and GEM Fest, securing sponsorships and managing all event logistics, marketing successfully.
- Led planning, negotiations, and coordination, ensuring smooth execution and high student participation in events.
- Demonstrated leadership and project management, delivering the university's largest, most successful events overall.