

# Rishita Kamarasu

community.mis.temple.edu/rishitakamarasu

Dayton | NJ | 08810

rishita.kamarasu@temple.edu

EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA  
***Bachelor of Business Administration, Graduation: May 2027***  
***Major: Management Information Systems | Marketing***  
GPA: 3.7

## SELECTED COURSES:

Data & Analytics, Web Application Development, Marketing Management, Digital Systems, Business Communications

## ACTIVITIES:

- Social Media Director, Phi Alpha Delta Law Fraternity, 2023 – present
- Student Consultant, Cherry Consulting, 2024 - present
- Member, American Marketing Association, 2024 - present
- Member, Association for Information Systems, 2024 – present
- Choreography Chair, Temple Agni Dance Team, 2023 - present

## PROJECTS:

- Collaborated with a project team to develop a social media strategy to strengthen brand identity & drive engagement for Temple HCI Lab, aligning with their long-term branding goals
- Designed branded merchandise for HCI Lab that fosters public engagement & expanded the presence of the client organization through social media platforms

## INFORMATION TECHNOLOGY SKILLS:

Software/Web Development: Visual Studio, Python, HTML

Project Management: Microsoft Office, Adobe Creative Suite, Canva Visual Suite, Google G Suite

## WORK EXPERIENCE:

ESF Summer Camps, Princeton, NJ

Summers 2023, 2024

### **Camp Counselor**

- Led 30+ young campers and counseled them throughout activities to maintain a safe and positive environment
- Collaborated with the managers and maintained a database to enhance the safety and experience within the program
- Coordinated with camp directors to plan new activities and instruct children through projects, games and daily tasks

Eye Level Learning Center, Dayton, NJ

November 2022 – June 2023

### **Academic Tutor**

- Tutored 30+ students in English and Math, directly improving their understanding of the subjects and study skills
- Led orientations for parents and enrollment of new students while managing the center's inventory and database
- Promoted and presented Eye Level at public events to 60+ parents, bringing awareness about the educational center

## SKILLS & LANGUAGES:

- Telugu, Hindi - conversational
- Customer Relationship Management, Data Analytics, Digital Marketing