

Krithika Muthukumar

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EDUCATION

University of California at Berkeley

Berkeley, Calif.

Current Overall GPA: 3.73; GPA in Business Courses: 3.92

Simultaneous Degrees: Haas School of Business—Intended BS in Business Administration, May 2010.

College of Letters and Sciences—Intended BA in Cognitive Science, May 2010.

University of Cambridge, King's College

Cambridge, United Kingdom

Studied psychopharmacology, economics and financial modeling at the University of Cambridge in Summer 2009.

RELEVANT EXPERIENCE

Office of Residential Computing, UC Berkeley

Berkeley, Calif.

Lead Marketing Coordinator

April 2008—June 2009

Designed and led marketing campaigns for all public-facing web and print materials that served over 9,500 customers each academic year. Supervised all marketing team projects and served as a liaison to other student teams and full-time staff. Coordinated with external and inter-departmental vendors and affiliates to drive projects to completion. Focused marketing efforts to increase applicant pool two-fold in hiring drive. Piloted integrated web and print presence for organization.

Web Designer

April 2007—April 2008

Streamlined content by creating multiple mini-sites. Managed multiple concurrent marketing campaigns consisting of educational brochures, videos, web campaigns. Implemented statistics tracking to create effective web campaigns.

State Farm Insurance / Agent June McGrew

Saratoga, Calif.

Marketing Intern

Summer 2006

Coordinated with seven apartment complexes to concurrently market renter's insurance during the leasing process.

Introduced new marketing avenues for agent, including online marketing and various print publications, oversaw office supplies purchasing, aggregated statistical research.

The Epic / Student Newspaper

Cupertino, Calif.

Editor-in-chief

August 2002—June 2006

Headed team of 30 students to publish award-winning student newspaper, with responsibilities ranging from making paper-wide decisions to creating graphics for layout. Single-handedly designed website with content management system (CMS) that could easily be updated by any staff member, regardless of familiarity with web design.

krithix.com / Freelance Web and Graphic Design

2001—Present

Provide web, graphic and brand design, hosting, and consulting services. Have served over 20 unique clients through freelance work and other jobs. Create innovative user interface design with acute attention to content flow and usability.

ACTIVITIES

Golden Key International Honour Society

Historian, Web Designer

April 2008—present

Created streamlined website with CMS to expedite information flow to members. Digitized scrapbooking system to create a living history of society activities and events.

SKILLS & INTERESTS

- Advanced experience with all Adobe Suite applications, Microsoft Office, HTML, CSS, CMS systems.
- Familiarity with PHP, MySQL, javascript. Fluent in Mac, Windows and Unix operating systems
- Enjoy photography, foreign film, travel. Fluent in Hindi, Tamil, Spanish.