

# Ragavi Chandrashekaran

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## EDUCATION

### **The University of Iowa - Tippie College of Business**

**Iowa City, IA**

B.B.A., Marketing

*May 2024*

B.B.A., Business Analytics and Information Systems

Minor: Psychology

- GPA: 3.2/4
- Recognitions: Tippie Rise Recipient, 2024 Deans List Recipient

## SKILLS

- **Technical Skills:** Microsoft Excel, Microsoft PowerPoint, Tableau, Power BI, R Language, HTML, Python, Adobe Creative Cloud, Google Analytics, Visual Studio Code
- **Soft Skills:** Project Management, People Leadership, Cross Functional Communication, Data Analysis, Customer Service, Adaptability, Structured, Prioritization.

## WORK EXPERIENCE

### **Sales Management Associate**

**Des Moines, IA**

*Pepsi Beverages North America*

*Jul 2024 – Present*

- Led frontline team of sales representatives in retail planning to optimize product placement, inventory alignment, and execution of sales priorities in market.
- Leveraged reporting tools to track consistent KPIs and business trends, driving data-informed coaching and performance improvements for sales and merchandising teams.
- Initiated a new merchandising strategy to improve planogram integrity and accessibility while managing the full project lifecycle and inspiring adoption across three states.
- Served as LPO/SME for the rollout of a new company-wide CRM tool, ensuring successful adoption and direct support for 40 sales reps through consistent training, troubleshooting, and ongoing guidance.

### **Campus Manager**

**Iowa City, IA**

*Fresh Prints LLC*

*Jul 2021 – May 2024*

- Spearheaded outreach to student organizations and local businesses across two college campuses, cultivating 20+ new client relationships and fostering a strong referral network within the community.
- Managed full sales cycle, gathering requirements on budget, timeline, and product details to ensure timely delivery of custom merchandise for client events and organizations.
- Personally designed art and coordinated unique apparel solutions, leveraging creative skill set to deliver eye-catching, brand-aligned merchandise that exceeded client expectations.

### **Sales Management Intern**

**Des Moines, IA**

*Pepsi Beverages North America*

*Jul 2023 – Aug 2023*

- Enhanced skills in retail sales through an immersive rotational internship program
- Promoted efficiency for leadership teams by assisting in various projects to support sales representatives.
- Drove sales representative participation and supported sales growth by creating awareness of incentive program by introducing tracking tools and competitive elements.

**Student Social Media Assistant****Iowa City, IA***Office of Strategic Communication, The University of Iowa**Oct 2022 – May 2023*

- Planned and executed digital media campaigns for 165,000 followers to promote the university's brand image, aligning messaging with strategic communication and marketing goals.
- Produced tailored communications for multiple audiences—including prospective students, alumni, and donors—enhancing university visibility and fostering stronger connections.
- Created media initiatives aimed at alumni engagement, fostering a sense of belonging and long-term affinity with the university.

**LEADERSHIP**

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**Executive President****Iowa City, IA***Walk It Out, The University of Iowa**May 2023 – May 2024*

- Led a 150-member student organization, managing sub-groups and overseeing marketing, timelines, budgets, and fundraising efforts while strengthening collaboration and driving seamless execution of a high-impact event.
- Produced annual showcase event with 800+ attendees, doubling audience size from the prior year through strategic planning and promotion.
- Raising over \$1000 in profit replenishing historically low funds through innovative activation of fundraising and member recruitment.

**Director of Sales and Merchandise****Iowa City, IA***Iowa Homecoming Council, The University of Iowa**Aug 2023 – Oct 2023*

- Held responsible to sell, manage inventory and account for over 3800 collector's homecoming buttons.
- Set organizational sales milestone by becoming the first Director to sell through entire merchandise inventory.

**Communications Director****Iowa City, IA***Habitat for Humanity, The University of Iowa**Aug 2022 – May 2023*

- Directed committee activities across recruitment, marketing, fundraising, and social media development to strengthen organizational impact.
- Implemented new digital marketing initiatives to promote organization awareness which increased member alliance and retention by 30%
- Created collaboration efforts with many student organizations to strengthen partnerships, networks, and curate relationships.

**Executive Vice President****Iowa City, IA***South Asian Student Alliance, The University of Iowa**May 2022 – May 2023*

- Served as one of few points of contact for student led and funded multicultural organization which focused on promoting diversity and educating university students on multicultural groups.
- Managed, delegated, and advised 30 executive board members over designated weekly tasks to promote smooth operations in cadence of event planning.
- Hosted university students and staff to three various cultural events bringing in over 400 plus attendees annually.

**Additional Links**

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**Personal Portfolio: [ragavichander.com](http://ragavichander.com)**

Created utilizing HTML and VS Code.

**GitHub: [github.com/RagaviChander](https://github.com/RagaviChander)**

Highlighting analytics projects I have taken part in.