

DIVA GUPTA

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OBJECTIVE

Experienced in data management, analysis, marketing strategy execution, and cross-team collaboration. Secured funding through sponsorship proposals and presentations to companies like Boeing, Microsoft, and Google. Proficient in presenting complex ideas, driving engagement, and fostering innovation through data-driven insights and creative problem-solving.

EDUCATION

University of Washington – Business School

Bachelor of Arts, Business Administration [GPA: 3.85 /4.0]

Expected June 2026

Concentration in Management Information Systems

SKILLS

Technical: Python, SQL, Tableau, Salesforce, Confluence, Canva, MS Office, Google Sheets & Docs

Soft Skills: Collaboration, Communication, Leadership, Adaptability

Languages: English (Native), Hindi (Native), Spanish (Conversational)

PROFESSIONAL EXPERIENCE

Oloid AI

Go-To-Market Intern

[06/2024] – [08/2024]

- Consolidated data from **Confluence, Salesforce, and Google Sheets**, resolving discrepancies to ensure consistency and accuracy.
- Managed a Salesforce database, updated customer accounts, and developed onboarding presentations for employees.

Clay Oven Restaurant

Office Manager

[10/2023] – [3/2024]

- Maintained smooth **daily operations** by monitoring and restocking kitchen supplies as needed.
- Managed all **communications**, including phone calls and emails, ensuring timely and professional responses.
- Implemented **organizational systems** to optimize efficiency and foster a structured workplace.

ACADEMIC PROJECTS

AeroBite/QuadCopter Drones

Data Analyst

[09/2024] – [12/2024]

- Designed a Tableau dashboard showcasing **AI-driven drone technology's** impact on reducing labor, using simulated data from agriculture and food delivery sectors.
- Pitched a hypothetical drone company, presenting findings and demonstrating innovation in **automated delivery systems**.

Makota/Crown+Co

[09/2024] – [12/2024]

Business Consultant

- Led a research team **analyzing aviation uniform needs**, covering pricing, product offerings, and market strategies.
- Presented weekly progress reports to the company founder, **providing insights** into branding, supply chain, and sales strategies.

LEADERSHIP & EXTRACURRICULARS

Trickfire Robotics

Finance Team

[01/2024] – [Present]

- Increased alumni engagement by **22.5%** via LinkedIn and Discord outreach, securing a **10%** sponsorship rate.
- Collaborated on a sponsorship proposal, **securing funding** from the university's Services and Technology Fee department.

Boeing Innovation Challenge

[03/2024]

Researcher

- Researched contrails and assessed their impact on climate change, highlighting relevance to **Boeing operations**.

Indian Student Association (ISA)

[03/2023] – [10/2024]

Marketing VP

- Managed Instagram and promotional campaigns using **Canva**, enhancing visibility and engagement.

Robotics – Newport High School

[09/2020] – [06/2021]

Business Lead

- Secured **\$8,000+** through grant proposals and corporate presentations to Microsoft, Boeing, and Google.
- Created business plans and financial projections to support competition success.

DECA

[09/2019] – [06/2020]

Marketing Campaigner

- Authored a **10-page** Integrated Marketing Campaign paper, earning top 10 at the state level.
- Presented STEM education strategies to judges, advancing through district competitions.