Diksha Nasa

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Education

Cornell University, Ithaca, USA — 2023–2024
M.Eng in Engineering Management

SRM Institute of Science and Technology, Chennai, India — 2019–2023
B.Tech - Computer Science and Business Systems

Work Experience

South Asian Program, Cornell University, Ithaca, USA — Sep. 2023 –Present
Student Administrative Assistant III

- Reduced student sign-up time by 30% and increased newsletter subscriptions by 20% by implementing an improved registration system.
- Spearheading the development of a new program website, projected to enhance user engagement by 25% upon launch.

SIS Limited, New Delhi, India — Oct.–Dec. 2022
Procurement Team Intern

- Analyzed market trends and supplier research for informed procurement decisions.
- Streamlined processes, reducing procurement costs by 10%, enhancing supply chain efficiency.

Tata Consultancy Services, Pune, India — Jul.–Sep. 2022
IT Service Unit Intern

- Analyzed Industry 4.0 ERP systems, identifying inefficiencies and proposing optimization strategies, resulting in projected cost savings of 15%.
- Developed a comprehensive business case outlining proposed optimizations and potential ROI, demonstrating strategic thinking and analytical skills to stakeholders.

Aman Cleaning Equipments, Noida, India — Apr.–Jun. 2022
Marketing Intern

- Played a key role in market research initiatives, utilizing data-driven insights to optimize sales strategies, resulting in a 20% increase in revenue.
- Streamlined data management processes, enhancing efficiency and accuracy in CRM operations, ultimately reducing lead response time by 25%.

HighRadius, Bhubaneshwar, India — Feb.–May 2022
Consulting and Customer Value Intern

- Developed region-specific market entry model, projected 15% operational profit growth.
- Analyzed macro-economic scenario, recommended cost-effective methods, saved 4% operational expenses.

Surya Power Solutions, Noida, India — Feb.–April 2022
Web Developer

- Designed and developed user-friendly website, contributed to 30% online sales increase.
- Enhanced website UI, led to 20% increase in inbound calls and 15% higher conversion rate.

Academic Projects

HealthSync API

- Led user research initiatives, resulting in a market-ready business plan with projected 7% market penetration and $298MM ARR.
- Collaborated with stakeholders to ensure alignment with goals and engagement with 4,200+ clinical trials, 900,000+ insurance companies, and 625 hospital systems.

StayCraft: Your Personalized Stay Solution

- Led the development of StayCraft, an innovative project aimed at addressing the pain points faced by travelers when searching for Airbnb accommodations.
- Incorporated user feedback and iteratively refined StayCraft's features to meet the needs of travelers, resulting in a 15% increase in user engagement.
- Demonstrated proficiency in technical skills such as data analysis, natural language processing, and front-end development to deliver a functional and user-friendly solution.

Skills

Microsoft Office, C++, C, Python, Java, R, Scilab, SPSS, RapidMiner, Communication, Problem Solving, Critical Thinking, Relationship Management, Stakeholder Engagement, Team Collaboration, Leadership, Presentation.