

# Sreeroopa (Roopa) Som

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## EDUCATION

### UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

*Master of Science in Business Analytics (MSBA), merit scholarship recipient*

Expected December 2023

Coursework in Optimization, Machine Learning for Decision Making, Prescriptive Modeling, Data Management, and Customer Analytics

### STANFORD UNIVERSITY

Stanford, CA

*Bachelor of Science, Management Science and Engineering (MS&E)*

January 2021

*Major concentration in Operations and Analytics, Music Minor*

- Department of MS&E Research Experience for Undergraduates (REU) 2019
- Kitchen Manager at Terra House and Residential Student Staff; Queer Students Resources Center Summer Volunteer Staff

## TECHNICAL SKILLS

**Languages:** R, C++, Python, SQL, MATLAB, C, Java

**Software:** Tableau, AWS, Mailchimp, Excel, Github, Prism, Figma, Lucid

## PROFESSIONAL EXPERIENCE

### CARDINALTALENT.AI

San Francisco, CA

*Operations Lead*

February 2022 to present

- In response to high client turnover, managed technical recruiting and marketing team departments' metrics, increasing company six-month client retention rate by 30% in 2021.
- To enhance recruiting and operations transparency, partnered with the engineering team to deploy in-house Applicant Tracking System (ATS) and motivated its implementation in recruiting, marketing, and overseas sourcing team workflows.
- Identified top candidate and client data pools and scraped data using Excel and Python; worked with a data engineer to clean and import candidate and client data into the ATS.

*Operations Associate*

April 2021 to February 2022

- Sourced, interviewed and/or onboarded subsequent 70+ internal hires, helping meet demand-driven growth objectives.
- Created company P&L statement and presented to upper management monthly, recommending budget changes and driving the corporate credit card program.
- Conducted qualitative interviews, company surveys, and analyzed company finance data, to redesign and automate work. Used third-party tools and integrations to simplify work in the recruiting, marketing, sales, and overseas sourcing departments, decreasing overall company costs by 12% over 2021 Q3.
- Proposed ATS features and updates to the UI/UX team weekly.

### VC-BACKED STEALTH STARTUP

Palo Alto, CA

*Marketing Contractor*

January 2021 to April 2021

- Designed postcards and performed a basic A/B test with a direct mail postcard campaign; analyzed results on Branch.io, and presented target audience to the CEO.

### THE ARTISTS' UNION

Redwood City, CA

*Artists and Repertoire (A&R) Lead*

May 2018 to July 2020

- Analyzed streaming and listener data to schedule time music reposts, increasing playlist following on SoundCloud by 20% from 6M to 7.2M, and on Spotify from 320k to 480k.
- As the music product evolved from a website platform to distributed channels, managed all artist-facing communication channels, social media, and artist-to-fan payments.

## ANALYTICS PROJECTS & PUBLICATIONS

**2021 Journal of Nursing Management - [Quantifying paediatric intensive care unit staffing levels at a paediatric academic medical centre: A mixed-methods approach](#)** - In a team of four for the MS&E 263 capstone, performed regression analysis with Pediatric Intensive Care Unit finance, staffing, and patient data to present staffing recommendations to the Stanford University Hospital PICU.

**2020 nature.com - SNHG7 is a lncRNA oncogene controlled by Insulin-like Growth Factor signaling through a negative feedback loop to tightly regulate proliferation** - Linked long noncoding RNA SNHG15 to aggressive breast cancer subtype cell proliferation.

## LEADERSHIP AND COMMUNITY INVOLVEMENT

- Operations Manager, HelpBerkeley: coordinate meal-delivery runs, 100+ hours since August 2020
- Pianist performer, Virtual Companions Virtual Concerts (VCVC)
- Certification Council for Professional Dog Trainers Professional Member, and service-dog trainer and owner