

SAI KARTHIK MADDALI

sai.maddali724@gmail.com • (678) 938-9146 • saimyguy.com • linkedin.com/in/saimaddali

EDUCATION

Brigham Young University, Marriott School of Business

Aug 2018 - Dec 2021

Bachelors of Science, Entrepreneurial Management

Provo, UT

- **GPA:** 3.6, ACT: 33
- **Activities:** 2019 BYUSA Student Voice Team Lead; 2018-2019 Y-Serve Program Director for Self-Help Homes; 2019 Freshman Orientation Leader
- **Awards & Honors:** 2022 Bateman Award Recipient, highest honor per business major; 2021 Crocker Innovation Fellow

EXPERIENCE

Vivint (Acquired by NRG Energy)

Oct 2022 - Present

Conversion Rate Optimization Specialist

Provo, UT

- Conduct ~12 A/B tests per month across web pages from E-commerce and SEO channels
- Generated an estimated additional monthly revenue of \$213K in sales
- Manage stakeholders across various industries to coordinate designs, testing, development, & analytics

Podium

Jan 2021 - Sep 2022

Web Analyst (January 2022 - September 2022)

Lehi, UT

Marketing Intern (January 2021 - December 2021)

- Set up web analytics tracking events & created corresponding dashboards for Digital Marketing
- Re-purposed content into Google Web Stories to acquire 10.4M impressions and 186K views
- Wrote a VBA to automate backlink outreach, attaining \$40K worth of links with an average DA of 62.2
- Led all technical SEO efforts: running weekly audits and fixing issues

BYU Office of Information Technology

Jul 2020 - Dec 2020

User Experience Designer

Provo, UT

- Designed assets in Adobe XD for software engineers across various development projects
- Conducted user research interviews for University Student Housing portal

AWARDS, SKILLS, & INTERESTS

- **Certifications:** Google Ads Search, Google; Content Marketing, Hubspot; Email Marketing, Hubspot; Data Science: R Basics, Harvard X
- **Awards:** 2021 Big Idea Pitch Finalist; 2020 Startup Bootcamp Finalist; 2018 Rising Star Award, Georgia State University; 2018 Rick Loose Memorial Scholarship; 2018 Student Government Member of the Year, Georgia State University
- **Hackathons:** 1st Place, NBCUniversal SportsTech Hackathon; 2nd Place MLB Braves App Challenge; Annual Participant, 48in48 Hackathon (build 48 non-profits new websites in one weekend)
- **Skills:** Optimizely, ContentSquare, Google Optimize, Figma, Adobe XD, HotJar, Looker Studio, Marketo, Ahrefs, Sitebulb, Domo, Google Analytics, Google Search Console, Airtable, Javascript
- **Volunteering:** Big Brothers Big Sisters of Utah
- I've sky-dived twice, attended 80+ concerts, and built a mobile app that got 6K+ downloads