

Kurien Thomas

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EDUCATION

Frank Batten School of Public Policy - University of Virginia, Charlottesville, VA
AUGUST 2017 - PRESENT

Major: B.A. Public Policy and Leadership | Minor: Social Entrepreneurship
Expected Graduation: May 2021 | GPA: 3.40
Additional coursework: financial accounting, managerial accounting, statistics, calculus

EXPERIENCE

Pick-Me-Up, Fairfax, Virginia — Founder and Chief Executive Officer
MAY 2017 - PRESENT

- Launched and sold a brand of mental wellness mental health first-aid kits called the Pick-Me-Up Box to high schools aiming to reduce anxiety and depression among young adults and adolescents
- Implemented and designed e-commerce website that has secured over \$3,000 in revenue, provided a 110% return to our investors, and donated \$500 to the American Foundation for Suicide Prevention
- Won second place in the American Evolution Innovators Cup (Social Impact Track), receiving \$6000 grant

Red Bull North America, Richmond, Virginia — Student Marketeer
FEBRUARY 2019 – PRESENT

- Seeded over 12,000 cans to university students and faculty
- Develop relationships with market universities while marketing, planning, and executing events relevant to each campus
- Conduct sales support in over 10 on-campus and off-campus stores
- Organize and execute brand-specific activities to achieve company marketing goals

National Aeronautics and Space Administration, Washington D.C.— Taxonomy Intern
JUNE 2019 – AUGUST 2019

- Worked closely with senior leadership at the Office of the Chief Technologist to develop and roll out the strategic investment framework and taxonomy for communicating NASA technology developments to industry and international partners
- Launched a crowdsourced video challenge on an internal, agency-wide platform called NASA@WORK reaching more than 17,000 contractors and civil servants to submit videos working on NASA technology in order to facilitate integration opportunities across centers
- Introduced the business model canvas concept to senior technologists and conducted data collection workshops to translate agency objectives into organizational value propositions

Amazon Prime Student, Charlottesville, Virginia — Brand Ambassador
AUGUST 2018 – MAY 2019

- Drove sign-ups and awareness for a global brand in a local market, averaging 5,000 face to face interactions monthly
- Established product and brand by showcasing subscription options and student exclusive deals by coordinating interactive events on campus and launching social media campaigns (Facebook, Twitter, Instagram, Snapchat)
- Reached 600+ students weekly by using an integrated marketing approach of digital, experiential, and peer-to-peer tactics.
- Engaged in weekly status calls with account managers and the ambassador network to brainstorm upcoming events and activation plans on campus

Hilton Worldwide, Tysons Corner, Virginia — Data Analytics Intern
MAY 2018 – AUGUST 2018

- Conducted market trends analysis on Hilton Honors Members property preferences
- Visualized data insights to the Customer360 project for the Enterprise Information Management team using Tableau and DBVisualizer
- Reported customer metrics and assisted in the reorganization and transfer of more than 400 customer data tables into Redshift Database by Amazon Web Services

SKILLS

Marketing: Microsoft Office Specialist Certified (Word, Excel, PowerPoint, Publisher), Google AdWords, Hubspot Sales, Brandscopic

Design and Coding: Adobe Creative Suite (Photoshop, Audition, Premier, Illustrator), Rhinoceros, HTML, CSS, Python, SQL, JavaScript, Autodesk Inventor Professional, AutoCAD, Tableau, D3

EXTRACURRICULARS

HackCville

Producer (Oct. 2017-present)

Design and build websites for a suite of local startup businesses in the Charlottesville area and create videos covering technology as well as creative pursuits of local entrepreneurs, students, and artists in Charlottesville.

Virginia Consulting Group

Business Analyst (Sept. 2017-May 2018)

Provided pro-bono consulting to startup companies and organizations across Charlottesville. Projects included running social-media campaign evaluations and conducting competitor analyses for clients in industries such as indoor hydroponic farming systems and artificial-intelligence-as-a-service.

CVille Solar Project

Marketing Specialist (Sept. 2017-May 2018)

CVille Solar Project is a non-profit that installs solar panels in commercial and noncommercial areas across Charlottesville with the goal of making solar energy socioeconomically possible. I wrote grant proposals and project scopes to promote the organization's initiatives and acquire partnerships with local solar providers. I also planned programming events that educate students about solar energy.

LANGUAGES

English (Fluent), Spanish (Proficient), Malayalam (Proficient)

PROJECTS

SeroTunein Podcast

Host and producer of a self-care podcast, which shares stories from individuals on grounds and incorporates positive affirmations from university counselor services to promote positive thinking and to reduce the stigma against mental health.