

Prithvi Rakhyani

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Panamanian-born technology enthusiast with experience and education as a web developer, digital product manager, entrepreneur, and data analyst. I excel at transforming ideas or challenges into fully-realised digital products that drive growth and innovation. I thrive in roles that require wearing multiple hats and architecting solutions that propel strategic goals forward. As a polyglot, I bring additional value through my fluency in multiple languages.

EDUCATION

University of North Carolina at Greensboro (3.83/4.0 GPA) Aug 2018 – Dec 2019
M.S. in Information Technology and Management, Cyber Security Minor Greensboro, North Carolina
Including: Project Management (budgeting, organisation, planning, tools), computer science (web development, C#, SQL, R, Python), and business.

Florida State University Jan 2013 – Aug 2017
B.S. in Computer Criminology, Business Minor Panama / Tallahassee, Florida

SKILLS

- Web-based: HTML, CSS, Bootstrap, PHP, Python, MySQL, Elementor, Beaver Builder, Divi, WordPress
- Professional: Project Management, Leadership, Communication, Problem Solving, Adaptability
- Analytics: SEO, Google Data Suite (Analytics, Looker Studio, Search Console...), Hotjar
- Design: Figma, Adobe Photoshop, Adobe Premiere Pro, Canva

WORK EXPERIENCE

Painting Contractors Association - Digital Media Director Apr 2021 – Present
(Prev: Web Specialist, Digital Project Manager) St. Louis, Missouri

- Designed and developed WordPress websites, with accessibility and usability in mind. Incorporated API integration and SSO management, and enhanced Search Engine Optimisation (SEO), which efforts significantly increased our digital reach and visibility – e.g., from 30.1K sessions (2021) to 141K+ (2022),
- Spearheaded the implementation of an in-house management software for 1,400+ members, saving ~\$15K annually. Managed end-to-end member integration and payment processing for transactions totaling over half a million in revenue during this six-month project. Improved user experience and member engagement through enhanced content delivery and system capabilities,
- Leveraged design software to create digital media across platforms, and pioneered the development of 10+ chatbots that automated customer support and improved service efficiency, while still maintaining active involvement in direct customer interactions,
- Contributed to the development and management of service enhancing digital platforms and experience, including: PCA Overdrive (SaaS– ‘Netflix’ for painters), Painter Training (LMS– education), PCA Jobs (hiring/recruiting portal), Marketplace (member-exclusive eCommerce), and Find-a-Painter (painter-locator directory),
- Introduced and implemented comprehensive data management practices across the organization, significantly enhancing decision-making capabilities. Using a combination of analytics tools such as Google Analytics and HotJar, I've established daily KPI tracking, user behavior analysis, and automated data update systems. Developed custom dashboards and reports with Looker-Studio, facilitating insights

- for better strategic planning,
- Developed a suite of custom tools including an in-house URL shortener, social-media link aggregator, deep-linking across PCA products, and a myriad of technical documentation to ensure smooth data reporting and workplace training. My responsibilities extended to leading team meetings, creating progress paths for direct reports, and automating routine tasks to boost efficiency within the organization.

University of North Carolina Greensboro - Web Developer

Jan 2019 – Dec 2021
Greensboro, North Carolina

- Collaborated in the development and management of over 15 WordPress websites for the university, providing a robust online platform for faculty and students alike,
- Utilized HTML5 and CSS3 to create and format WordPress pages within a Bootstrap environment, contributing to the development of custom WordPress themes and post-types with a focus on PHP integration,
- Conducted monthly training sessions for faculty and staff, empowering them with the knowledge to effectively use WordPress for their various needs,
- Enhanced user experience across all managed websites, employing design tools such as Photoshop and Sketch for graphics creation, and prioritizing accessibility and usability of web content.

The Red Flag Group - Research Analyst

Apr 2018 - Dec 2019
Panama City, Panama

- Performed rigorous background research on various global entities and individuals, generating comprehensive reports in English, Spanish, and Portuguese to cater to a broad range of stakeholders,
- Executed daily watch-list database screening for high-profile clients and companies, guaranteeing access to real-time, accurate information,
- Upheld the company's standing as a provider of high-quality due diligence services by consistently delivering precise and in-depth analytical reports.

Corporación La Prensa - Jr. Product Specialist / Jr. Project Specialist

Aug 2017 - Feb 2018
Panama City, Panama

- Designed and launched 'Metro Por Metro', an innovative digital real-estate platform for Panama's premier newspaper company, amassing over 20,000 page views within its first month. This includes the orchestrating of multiple marketing campaigns, in-person events, social media ads, and data analytics, to reach and engage target audiences; and coordinating on nationwide sales initiatives with our sales team,
- Spearheaded the development of strategic business plans, leading to the successful creation of lucrative digital start-ups, including a national eCommerce website and a digital ticketing platform for events,
- Pioneered comprehensive social screening procedures and interviews, ensuring the recruitment of top-tier talent for the organization,
- Earned recognition as the 'Young Associate of the Year' within the first quarter of my tenure, demonstrating rapid adaptation and contribution to the company.

EXTRACURRICULAR

- Earned certificates of completion from the University of Helsinki for 'Elements of AI', and from DataCamp for 'Python' and 'R'.
- Awarded 'Best Delegate' at over 12 national debate conferences and at HACIA Democracy, an international debate conference organised by Harvard University,
- Founded and served as senator of multiple clubs within Florida State University's Student Government, including the Debate Club and Music Club.