

# ABDULRAHMAN ATEYA

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<b>EDUCATION</b>	<b>UNIVERSITY OF MICHIGAN</b> <b>Stephen M. Ross School of Business</b> Bachelor of Business Administration, May 2024 • GPA: 3.76/4.00, Emphases in Marketing and Technology and Operations	<b>Ann Arbor, MI</b>
<b>EXPERIENCE</b> <b>2022-2023</b> <b>Summer</b>	<b>CISCO SYSTEMS</b> <b>Product Manager Intern, 2023</b> • Defined technical requirements for feature using customer interviews, catalyzing IT admin and cybersecurity collaboration affecting 2,000 enterprise customers representing \$250M+ ARR • Developed business intelligence dashboard using SQL and R to summarize potential of new feature, creating metrics for strategic alignment and resource for 10 person team • Enhanced usability by partnering with design leaders, incorporating new customer persona research, developing intuitive multilinear workflow toolkit and enabling 8 designers • Minimized technical conflicts by collaborating with 3 engineering leaders to maximize forward and backwards compatibility, enhancing efficiency and reducing technical debt at launch	<b>Ann Arbor, MI</b>
<b>Summer</b>	<b>Product Marketing Manager Intern, 2022</b> • Identified improvement in go-to-market plan for core features by interviewing 15 customers and customer-facing teams, influencing sales strategy for new key accounts • Ideated new feature solving customer onboarding issue, using market research and extensive user interviews, accelerating adoption among 150,000 professional administrators • Prepared thorough impromptu competitive research on critical new security feature, enabling timely product launch and receiving Connected Recognition award from senior leadership	
<b>2022-Present</b>	<b>MUSLIM BUSINESS STUDENT ASSOCIATION</b> <b>President</b> • Led team in execution of Islamic finance event (\$4T global industry) with out-of-town speaker, resulting in 100 attendees from campus community, 400% increase from previous year • Collaborated with college administration to organize first Ross community iftar dinner, bringing together 200 diverse students and staff for celebration of cultural uniqueness • Revived club social events, boosting attendance of annual tailgate by 500% from 1st to 2nd year, and outlined new professional development events leading to election as president	<b>Ann Arbor, MI</b>
<b>2021-2023</b>	<b>NET IMPACT</b> <b>Vice President of Projects</b> • Rebuilt project portfolio post-COVID, developing leadership development focused selection, kicking off 6 projects with external stakeholders, increasing club engagement by 50% • Managed all project leaders, aiding with team management and advising leadership approach through weekly meetings and check-ins, helping 6 teams deliver results to clients • Crafted sustainability education program, equipping membership with reasoning on current and past events, aiding 70 members to make sustainability-informed business decisions	<b>Ann Arbor, MI</b>
<b>2021-Present</b>	<b>UNIVERSITY OF MICHIGAN</b> <b>Business Systems Analyst Intern, 2021</b> • Resolved \$90K/year issue by analyzing data logs to locate user populations overusing two-factor authentication with Call or SMS services, reducing costs by 17% in one week • Pitched telephony cost reduction plan to CIO, using PowerPoint presentation to outline issue, and evangelize solutions and benefits, resulting in prompt project approval • Informed 1,000 administrators on new group management software by creating product site, prioritizing and simplifying complex information technology terms for smooth rollout	<b>Ann Arbor, MI</b>
<b>2021-2022</b>	<b>IMPACT INVESTING GROUP</b> <b>Strategy Consultant</b> • Strategized marketing plan for Detroit startup, defining customer journeys via market research and creating email marketing plan resulting in continued client relation for 2 more semesters • Created business pitch deck for client, emphasizing value proposition, developing detailed business development strategy and go-to-market plan, identifying 75 target accounts	<b>Ann Arbor, MI</b>
<b>ADDITIONAL</b>	• Fluent in Arabic, Python, C++, R, SQL Server, Excel, Microsoft Office, Tableau, PowerBI • Enjoy traveling to cities and capture what makes them special on film. Most recent: Istanbul • Dream daily driver car: NB Mazda Miata • Hobbyist blogger, publish about public policy and urban planning in local and personal sites	