

## Skills & Interests

### UX & Product Design |

General Assembly  
Product Management  
Certificate, UX Design  
Certificate, Figma,  
Sketch, Wordpress,  
CodePen, Wix,  
Squarespace

### Graphic Design | Figma,

Photoshop, Illustrator,  
InDesign, Final Cut

### Marketing | CRM

Implementation  
(Hubspot, Salesforce)  
Mailchimp, Eventbrite

### Social Media |

Hootsuite, FB, Twitter,  
Pinterest, Instagram,  
Youtube, TikTok

### Interests: Tech, Health & Wellness,

Entrepreneurship,  
Innovation Ecosystem,  
Design Thinking, TED  
Talks, Women in  
Leadership, Diversity in  
Media

## Connect

Web: [www.ramitaravi.com](http://www.ramitaravi.com)

Youtube: [Ramita Ravi](https://www.youtube.com/RamitaRavi)

Instagram: [@ramita.ravi](https://www.instagram.com/ramita.ravi)

## Education

University of Pennsylvania

B.A. Health & Societies, 2013-2017

**Minors:** Urban Education Policy, Public Health, **GPA:** 3.7/4.0

**Sub-matriculation:** Masters of Public Health @ Perelman School of Medicine

**Honors:** Friars Senior Society, Osiris Senior Honor Society, Oracle Senior Honor Society;  
Senior Award Nominee (Top 10 Female Leaders in Class of 2017)

## Professional Experience

### **Tomorrow Health – Consultant, May 2020-Present**

- Social: Built content strategy across FB, IG, Twitter, LinkedIn; manage in Hootsuite
- Growth Mktg: Led affiliate marketing & ads, popups, email, and B2B marketing
- Design: Graphic design in Figma for social, ads, print, email, affiliates

### **TEDMED – Manager @ Hive Innovator Program; Consultant, Various 2016-Present**

- Portfolio Management (Hive Innovator Program): curated, vetted, and managed a cohort of 20 leading health tech companies (Seed-Series C)
- Product/UX Design (TEDMED Scout): Designed & launched TEDMED Scout – first of it's kind Augmented Reality "Concierge" with TBWA\WorldHealth
- Marketing (TEDMED Talks): created digital assets (photoshop), wrote creative to support outbound content (blog, web), shared across digital platforms to 4.5M global viewers (Youtube, Twitter, FB, Instagram), coordinated w/ Speakers, PR teams, TED.com, and Partners to support each launch

### **Stage Door Workshops, Consultant Jan 2019 – Jan 2020**

- UX Design: Managed user research & UX iterations for "DancerPage" product
- Email Marketing: Managed email marketing across 50K subscribers
- CRM: Rolled out new CRM system (Hubspot) to improve sales pipeline
- Social: Managed all social channels & graphics (Photoshop, InDesign, Illustrator)

### **MELA Arts Connect, Various 2018 - 2020**

- CRM: Implement CRM system + manage database of 1000+ creatives
- Agent: Field client inquiries and match cohort creatives to opportunities \$1K-\$30K in budget

### **AC Health @ Two Sigma Ventures, Consultant May – Sept 2018**

- Business Strategy: forecasted revenue model, market research, pitch deck
- Product Strategy: product interviews & feature selection for SaaS platform & app

## Creative Experience

### **Professional Dancer / Choreographer / Educator, Bloc Talent Agency**

New York, NY – Sept 2017 – Present (dance resume available upon request)

- Touring Performer / Choreographer / Instructor for TV, film, and musical theater
- Negotiate contracts, manage 15+ monetization streams (classes, digital content), directed/produced 50+ independent works, social & email marketing
- Highlights: *So You Think You Can Dance*, *John Oliver*, *Hermès*, *Vice*, *ClassPass*

### **Creative Entrepreneur: Co-Founder, Project Convergence**

New York, NY – Jan 2019 – Present

- Founded dance company uniting Tap dance & Classical Indian Dance
- Manage, pay, and provide touring opportunities for 20 artists through effective marketing, client services, sales, production, and business operations
- Clients: *Buzzfeed*, *Spotify*, *Lincoln Center*, *Capezio*, *Philadelphia Museum of Art*