

Charishma R

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EXTERNSHIP EXPERIENCE

Venture Capital Deal Sourcing Extern | Energy Innovation Capital | Mar 2026 - Present

- Performed due diligence on Razorpay, evaluating market size, product differentiation, competitive positioning, and scalability within India's fintech landscape.
- Assessed fintech trends and Razorpay's product ecosystem to identify growth drivers, strategic advantages, and expansion potential.
- Prepared an investment memo and strategic report, synthesizing traction, user behavior, revenue indicators, and customer feedback into investment-relevant insights.

Social Media Content & Brand Strategy Extern | TikTok | Jan 2026 – Feb 2026

- Led end-to-end brand strategy for a school uniform brand across TikTok and Instagram, defining platform-specific positioning to drive discovery, trust, and audience growth.
- Analyzed audience behavior across parents, students, and schools to identify pain points and shape differentiated brand messaging and content direction.
- Built a scalable dual-platform content strategy and KPI framework, designing repeatable content series aligned to brand pillars and platform-specific performance goals.

Product Manager Extern | News Corp | Nov 2025 – Jan 2026

- Led end-to-end product discovery for digital news products, translating Gen Z user behaviors into data-backed product strategies and opportunity areas.
- Conducted primary user research and analyzed survey data using AI-assisted tools to identify key UX friction points and unmet user needs.
- Converted qualitative and quantitative insights into feature recommendations, success metrics, and evidence-based strategy presentations to support product planning

Position Of Responsibility

Microsoft Senior Student Ambassador

Jan 2025 – Present

- Represented Microsoft on campus, promoting AI and cloud literacy through workshops, community initiatives, and peer mentoring on Azure fundamentals, certification pathways, and emerging Microsoft tools.
- Led technical engagement for 50+ students, hosting an *Introduction to AI Tools for Students* session and organizing the *Cloud Student Conference 2024* to drive awareness and adoption of Microsoft learning resources.
- Supported Microsoft feedback initiatives by beta testing Applied Skills certifications, contributing product feedback on Copilot experiences, and evaluating the ambassador merchandise redemption program for item quality, fulfillment, and user experience across regions.

Projects

- Led AIRA, an award-winning MVP AI research assistant, defining the product vision and roadmap to address the student research opportunity gap through a guided scientific discovery workflow.
- Translated user pain points into product requirements, coordinating development of a multi-agent prototype spanning hypothesis generation, validation, report drafting, and virtual lab interaction.
- Positioned and presented the MVP as a proof-of-concept, demonstrating how AI can expand access to research exploration and enable students to move from idea to draft research outputs.

EDUCATION

Sri Krishna Devaraya University

Bachelor of Business Administration (BBA) | Expected May 2027

SKILLS & CERTIFICATIONS

- Analytics & Data: Excel, SQL, Power BI
- Technical: Python, Azure, Microsoft 365
- Product & Strategy: User Research, Product Discovery, Market Analysis, KPI Definition, Feature Prioritization
- Certifications: Microsoft Certified- Power Platform Functional Consultant Associate (PL-200)
Microsoft Certified- Agentic AI Business Solutions Architect