

Zoheb Alvi

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EDUCATION

Indiana University | Luddy School of Informatics, Computing, and Engineering | Kelley School of Business

Bloomington, IN

Bachelor of Science in Informatics
Major: Informatics, Business Cognate
Minor: Business

Aug 2022 - Jun 2026 (Expected)

Notable Academic Projects:

Deloitte Consulting Undergraduate Case Competition:

- Competed against top undergraduate teams, delivering a comprehensive business strategy and innovative solutions to a real-world case.
- Recognized for strong analytical skills, teamwork, and impactful presentation in a highly competitive environment.

SKILLS AND PROFICIENCIES

- Digital Marketing: Skilled in Facebook and Google SEO marketing, effectively analyzing engagement metrics and optimizing campaigns
- Software: Experienced with Adobe Creative Suite (Photoshop, Illustrator, Lightroom), Google Workspace, Microsoft Office, Figma, Tableau, and Onshape
- Programming Languages: Proficient in Python, HTML, CSS, Tkinter, with ongoing skill development in JavaScript and React.js Libraries
- Teamwork, Leadership & Performance: Demonstrates strong collaboration and leadership by identifying key issues in complex scenarios, setting ambitious yet achievable goals, and effectively managing budgets to deliver timely, cost-efficient outcomes

EXPERIENCE

Pointify

Bloomington, IN

Start-Up Developer/Founder

Jan 2024 - Present

- Developed an innovative travel platform that optimizes the use of individual loyalty points and rewards, offering personalized booking options with points, cash, or a combination for a seamless user experience by leveraging advanced API technologies.
- Led a team of three overseas developers and created high-fidelity prototypes to pitch for VC investment and demonstrate vision to developers.
- Conducted market research and managed beta testing for an industry-first group travel system, streamlining credit card bonuses and airline redemptions, expected launch in March.

Turo

Boston, MA/Southern NH

Host/Partner

Aug 2021 - Feb 2024

- Expanded and actively managed a fleet of rental vehicles on Turo, a peer-to-peer rental platform.
- Conducted in-depth market analysis to optimize vehicle listings and profitability, increasing recurring rentals by 12.8% year-over-year.
- Increased visibility by leveraging private marketing channels (Booking.com, Kayak.com, Expedia.com) to attract a wider customer base.
- Collaborated with cross-functional teams to ensure a seamless customer experience and achieve top-ranking status in the region.
- Negotiated and managed co-host contracts to expand fleet availability, ensuring mutually beneficial agreements and maintaining consistently high service standards.

Plus One Auto Detailing LLC

Windham, NH

Owner/Founder

Sep 2019 - Jul 2023

- Founded and managed a high-end auto detailing business specializing in paint protection and automotive restoration.
- Managed daily operations, marketing strategies, and financial activities including bookkeeping and accounting.
- Integrated advanced IoT technology into mobile service rigs and detailing trailers, enabling remote control of power and water supply through EV chargers.
- Recruited and led a team of three seasonal employees, successfully acquiring and retaining bi-monthly clients, including securing contracts with four top car dealerships.
- Orchestrated the successful sale of the business to a local entity with full client list, equipment, and branding rights.

Plus One Auto Supplies

Windham, NH

Owner/Operator

Jan 2020 - Jun 2021

- Introduced a high-end automotive detailing product line for both consumer and commercial clients.
- Launched and distributed white label products through online channels, in-person events, and dealership networks.
- Implemented strategic marketing and product innovation, establishing a strong market presence.

ACTIVITIES

Live Nation Freelance Program

Various Locations

Photographer/Media Production

Dec 2022 - Present

- Secured and maintained a Live Nation Photo Pass for a diverse array of events hosted by prominent promoters, overseeing the coordination of photo submissions to publishers. Notable artists photographed: "Drake", "Lil Wayne", and "J.Cole"