

# Nitin Addanki

Growth Marketing & E-Commerce | Strategy & Entrepreneurship (BSBA)

## EDUCATION:

### **University of Colorado at Boulder, Leeds School of Business**

Bachelor of Science in Business Administration (Strategy & Entrepreneurship)

GPA: 3.7 | Dean's List

Aug 2023 - Dec 2025

## WORK EXPERIENCE:

### **Nordstrom Rack**

Sales Experience Rep

Jul 2025 - Oct 2025

- Achieved top-performing associate status by leveraging strong communication and sales skills, opening 30+ credit accounts.
- Delivered high-quality service in a fast-paced, high-volume retail environment, applying multitasking and problem-solving.
- Supported sales and floor teams to maintain visual standards and inventory, contributing to a 98% operational accuracy rating.

### **Good Roots**

Operations & E-Commerce Assistant

Jun 2022 - Nov 2023

- Improved inventory accuracy and fulfillment efficiency by structuring shelving systems and managing product order workflow.
- Redesigned the Squarespace web and mobile site using UX principles to improve navigation and customer shopping experience.
- Produced detailed wholesale product booklets with 50+ retail partners and their product lines to streamline the ordering process.

### **Blonde Boutique**

Sales & Marketing Intern

Nov 2022 - May 2023

- Analyzed e-commerce purchase data to identify trends and develop data-driven growth strategies for online store performance.
- Launched social media campaigns across Facebook, Instagram, and TikTok, generating 2,000+ views and increased total traffic.
- Optimized the Shopify site by updating inventory, enhancing product imagery, and refining descriptions to boost conversions.

## LEADERSHIP AND ACTIVITIES:

### **Br'er**

Co-Founder & COO

Aug 2025 - Dec 2025

- Co-founded Br'er, a nicotine alternative device startup focused on helping individuals reduce and quit vaping and nicotine use.
- Built and refined the startup through customer validation, go-to-market planning, financial modeling, and product prototyping.
- Refined the business model using feedback from industry professionals and mentors before delivering the final pitch to investors.

### **CU Club Volleyball**

Team Member

Aug 2023 - May 2024

- Competed at the Division I club level against top universities nationwide, earning multiple podium finishes at tournaments.
- Contributed to a strong competitive showing at the 2024 NCVF National Championships, resulting in a top 25 national ranking.
- Collaborated with the leadership group to set goals, assess team strengths and weaknesses, and develop competitive strategies.

### **OmFrame**

E-Commerce Art Business

Oct 2023 - Apr 2024

- Founded OmFrame, a cultural e-commerce art brand, creating original artwork using Canva and generating \$1,500 in revenue.
- Designed a user-friendly Shopify e-commerce website and integrated a third-party fulfillment partner to streamline production.
- Executed digital marketing campaigns across Facebook Ads Manager and Pinterest Ads Manager to drive initial customer traffic.

### **Snack A Week**

Snack Delivery Business

Sep 2021 - May 2022

- Created Snack A Week, a customizable snack delivery service providing convenient, ready-to-go snack boxes for busy parents.
- Coordinated pricing strategy, fulfillment logistics, and customer demand to drive early traction, ultimately selling 500+ boxes.
- Partnered with schools and businesses to donate snack boxes to the local food pantry, supporting community food access efforts.

## CERTIFICATIONS:

- **Google** - Digital Marketing & E-Commerce Certificate  
Google Ads, Google Analytics, SEO, SEM, Email Marketing, Shopify, E-Commerce Analytics, Campaign Optimization
- **HubSpot Academy** - Social Media & SEO Certified  
Social Media Strategy, Content Planning, ROI Analysis, Keyword Strategy, Website Optimization, Audience Segmentation

## SKILLS:

**Technical & Tools:** Microsoft Office Suite | Google Workspace | Shopify | Facebook Ads Manager | Canva | Adobe Creative Suite

**Data & Platforms:** Data Analysis with Excel | Inventory Management | ChatGPT | Gemini | Microsoft Copilot

**Core Strengths:** Execution & Ownership | Growth Optimization | Problem Solving | Strategic Thinking

**Languages:** Telugu - Fluent | French - Conversational