

IMAAN SULTAN

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EDUCATION

University of California, Berkeley | Haas School of Business

May 2025

B.S. Business Administration | Minor in Public Policy

- **Awards / Programs:** Haas Stanley J. Thomson Memorial Merit Scholarship, Haas International Case Competition Team Finalist
- **Coursework:** Product Management, Micro/Macroeconomics, Marketing, Blockchain, Business Analytics, Tech Entrepreneurship, Financial/Managerial Accounting, Advanced Calculus, International Consulting, Finance, Business Law

EXPERIENCE

Persona

San Francisco, CA

GTM & Growth

Aug 2025 – Present

- Built onboarding playbook for Persona's Synthetic Fraud and GenAI product lines.
- Updated KYC sales messaging and demos for Database Verifications, Gov ID / Selfie, and Fintech Compliance.
- Organized Persona x SF Tech Week Women Founders Event with 150+ attendees.

Amazon

Seattle, WA

Program Management Intern

May 2024 – Aug 2024

- Streamlined Amazon's capital approval workflow involving 6 stakeholder teams, enhancing visibility and cutting approval cycle time from months to weeks for 15+ fulfillment center and delivery station launches.
- Co-organized Women in AWS event, managing and organizing logistics for 350+ attendees.

Mastercard

Purchase, NY

Product Management Intern

June 2023 – Aug 2023

- Rebuilt product messaging and GTM materials through segments (Startup, SMB, Enterprise) and sales one-pager FAQs.
- Cold-networked into StartPath VC Team; ran the due diligence process for five series A investments.

Versed

West Hollywood, CA

Program Management & Brand Strategy Intern

May 2022 – Aug 2022

- Raised \$50,000+ Versed's strategic non-profit partnership arm, the Racial Justice Taskforce.
- Redesigned landing pages and created custom messaging for 6 SPF beauty products under 4 different beauty lines.

PROJECTS

Dosti

San Francisco, CA

Founder

June 2025 – Present

- Founded and scaled community of young professionals in SF from 0 to 1.2K+ members and 700K+ social media impressions through viral marketing and growth campaigns / events.
- Design end-to-end brand identity, including visuals, messaging, and copy across social media.
- Manage executive team to plan and host weekly events across SF, coordinating with 50+ vendors.
- Collaborate with local organizations (ex. run clubs, cultural collectives) to expand reach and strengthen community engagement.

Muslims of Haas

Berkeley, CA

Founder/President

Aug 2023 – May 2025

- Founded Muslim Haas Alumni Network, connecting 150+ alumni professionals to undergraduates / MBA students.
- Built student-led venture fund to evaluate and invest in mission-driven startups, training members in sourcing and diligence.

Associated Students of the University of California (ASUC)

Berkeley, CA

Senator & Vice-Chair of ASUC Pre-Law Commission

May 2023 – Dec 2024

- Led a 60-member office to secure \$10K in funding from university administration for underfunded professional student orgs during Berkeley's funding crisis.
- Launched ASUC's first partnership with Berkeley Law and class sit-in program for 350+ undergraduates.

AZURE

Berkeley, CA

Founder/President

Jan 2022 – May 2025

- Built a 120+ member consulting club that generated \$50,000 in revenue with 500+ applicants per semester.
- Sourced & closed Lululemon, Hermes, Ralph Lauren, The Ordinary, Charles Keith, and other clients.

Berkeley Business Society (BBS)

Berkeley, CA

Project Manager

Sept 2021 – Dec 2022

- Managed four client projects including Oracle, Quizlet, Arc'teryx, and L'Oréal, spanning B2B funnel redesign, performance-marketing strategy, new product launch frameworks, and custom AI prototypes.
- Flown to client HQs in New York, LA, Vancouver, and Austin to present to C-suite leadership.

ADDITIONAL INFORMATION

Skills: Agile Methodologies (Scrum, Kanban), Artificial Intelligence, A/B Testing, Financial Modeling, Data Analytics, Power BI, Tableau, Google Analytics, CRM, Excel, R, SQL, Jira/Confluence, OpenAI, Figma, Adobe Photoshop, Urdu (Native), Hindi (Native), Arabic (Conversational) **Interests:** Content Creation, Iced Pistachio Lattes, Cooking, Cats, Community Advocacy, Sustainable Fashion