

# Leora Mutricy

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## EDUCATION

### HEC Paris Grande École, International Exchange Program

Jouy-en-Josas, France

### University of Southern California, Marshall School of Business

Los Angeles, CA

*Bachelor of Science, Business Administration*

May 2018

Minor: Computer Programming

Relevant Coursework: Learning about International Commerce (LiNC), Accounting, Finance, Marketing, Management, & Economics

Honors: Dean's List (2014-2015), Harvard Book Prize (2014), Honor Societies: Alpha Lambda Delta and Alpha Sigma Pi

## WORK EXPERIENCE

### Thinknear by Telenav

Los Angeles, CA

*Data Analyst Intern*

Jun. 2017 – Aug. 2017

- Optimized client's targeting strategies, exploring customer journey and brand affinity in location-based digital advertising field.
- Computed expected user click-through rate applying data analytics techniques on historic data to predict targeting performance.
- Reduced reporting time by 98% templating and automating weekly metrics report for the VP of Operations.

### University of Southern California, Cultural Relations and University Events

Los Angeles, CA

*Student Coordinator*

Aug. 2014 – May 2017

- Strengthened the planning process, the financials and the execution of million-dollar donor galas, and alumni events.
- Provided on-site event manager assistance guaranteeing seamless event flow and facilitating problem resolution approach.

### University of Southern California, Information Technology Program

Los Angeles, CA

*TA and Grader for Intro to C++*

Aug. 2016 – Dec. 2016

- Clarified material and provided direction to over 30 students to increase student performance and understanding of class.
- Graded weekly assignments, ensured homework and lab completion, and offered guidance for efficient exam preparation.

### Profusa

South San Francisco, CA

*Business Development Intern*

May 2016 – Jul. 2016

- Designed and implemented advertising poster for upcoming product launch at biotechnology conferences, by examining internal research data and determining competitive features to showcase the uniqueness of product.
- Identified competing products and ideas and participated in various biotechnology conferences as the brand's representative.

### Samasource at Sama Group

San Francisco, CA

*Marketing Research Intern for Vice President of Marketing*

Jun. 2015

- Built profiles of potential Forbes 500 clients to grow business development opportunities and expand the company's outreach in developing countries by supplying new data projects to local talent.

## LEADERSHIP

### Alpha Phi Omega National Service Fraternity – Alpha Kappa Chapter

Los Angeles, CA

*Fundraising Chair, Historian*

Jan. 2016 – Present

- Raised \$1,300 by leading a team of 22 in weekly bake sales and business fundraisers, surpassing the fundraising goal by 30%.
- Fulfilled and exceeded by 28% all semester requirements: 32 hours of community service, philanthropy events, and fundraisers.
- Shaped visual content to advertise service events, showcase organization's impact, and maximize community participation.

### Jitrois New York City

San Francisco, CA

*Social Media Promoter*

Jun. 2015

- Increased viewership by 160% in a month by optimizing Instagram content, and by identifying major influencers.
- Expanded targeting strategies via diverse social media platforms (Facebook, Fohr Card) to boost the brand launch in the US.

### Free the Child Run

San Francisco, CA

*Founder and Organizer*

Dec. 2013 – May 2014

- Founded, initiated, and organized a run-based fundraiser at Lycee Francais of San Francisco, for over 450 students.
- Exceeded event goals by 80%, raising \$18,000 and donating 100% to *Free the Children*, a non-profit organization.
- Developed and pitched proposals to the administration, teachers, and students ensuring 100% participation.

## SKILLS & INTERESTS

**Languages:** English and French (fluent), Mandarin Chinese (intermediate)

**Computer Skills:** Photoshop, Salesforce, C++, SQL, Periscope, and Microsoft Office.

**Interests:** Lone Star Circus & Rising Stars Circus Performer (2003-2015); Food, photo, & travel blogger; rock climbing enthusiast.