

# Zeinab Sayed

336 E 73<sup>rd</sup> Street, New York 10021 • (347) 453-8079 • [zeinabsayed1991@gmail.com](mailto:zeinabsayed1991@gmail.com)

## **EXPERIENCE:**

### **MEC, Senior Strategic Research Analyst (Citibank Account), New York, NY, October 2014–Present**

- Delivering key insights to media (Citibank) planning & brand teams for strategy development & plan optimization throughout the planning process
- Assisting with identifying opportunities across multiple products using client data that can help inform smarter media planning decisions, by using tools to measure awareness, channel allocation, budget allocation, market selection, media testing, flighting, & wear-out analysis
- Developing key observations & conclusions from a proprietary forecasting awareness model; praised by the client for unique approach that helps predict the impact of media spend across multiple Citibank products
- Conducting in-depth research and analysis on MEC's primary research (Momentum) to answer questions related to consumer purchase pathway, brand & category performance in the competitive landscape & plan performance
- Providing thought leadership & POVs on key issues/developments within the finance industry, examples include Millennial and Hispanic consumer trends, new product launches, affordable luxury case studies
- Utilize syndicated research database for print & online encompassing MRI, Scarborough, Simmons, Nielsen, GWI (Global Web Index), ComScore, Omniture, Quantcast, Statista, Mintel, Forrester, and Networked Insights, and Commspoint

### **Petsky Prunier LLC, Investment Banking Market Research Analyst, New York, NY, October 2013– October 2014**

- Conducted in-depth research and analysis on companies in the technology, media, marketing, eCommerce, and healthcare industries, relying on both primary and secondary research sources to evaluate financial performance, valuation expectations, and competitive positioning
- Authored Petsky Prunier Deal Notes publication with a 15,000+ global readership
- Researched M&A, Investment, and IPO transactions in order to maintain Petsky Prunier's proprietary transaction database
- Contributed to client pitch presentations, specifically in "Industry" and "Valuation" sections
- Lead status meetings, presenting monthly M&A & Investment Activity Summary reports

### **Petsky Prunier LLC, Investment Banking Research Assistant, New York, NY, August 2011–October 2013**

- Supported Senior Investment Bankers in their efforts to monitor and record trends in the digital media, marketing, and advertising industries
- Supported Senior Investment Bankers by compiling company overview and transaction history profiles (Microsoft Access)
- Ensured all company and contact records are up-to-date in the firm's customer and prospect relationship management database

## **PUBLICATIONS:**

### **Petsky Prunier's Semi-Annual Deal Notes Report – First and Second Half of 2014**

Deal Notes research, published since 2002, an overview and practical detail on the M&A and investment landscape, trend analyses, and insights into current issues developing in the Marketing, Media, and Technology, as well as Software and information and business services

## **EDUCATION:**

**Fordham University**, New York, NY; *Bachelor of Arts*, GPA: 3.7/4.0, May 2013

Major: Communications & Media studies (Journalism)/Middle Eastern Studies, Minor: Arabic

## **SKILLS & LANGUAGES:**

- Fluent in Arabic; Proficient in Spanish
- Knowledgeable and familiar with the functions of Adobe Indesign and Adobe Photoshop;
- Highly proficient with Microsoft Office (Excel, PowerPoint, Access, Word)
- Knowledgeable with all functions of S&P Capital IQ Platform and Cision AB
- Experience with IMS applications, Simmons, MRI, MMR, Kantar, Media Radar, Nielsen @Plan, ComScore, Audience Watch, MEC proprietary tools, Omniture, Quantcast, Mintel, and Statista

## **VOLUNTEER:**

**Union Settlement Association**, New York, NY, January 2014–December 2014

**Reading Empowers**, New York, NY, October 2013–January 2015

**iCouldbe.org**, New York, NY, September 2014–Present