FAHAD ALRASHEED

+1 (857)-348-8959 / FAHADM.ALRUSHAID@GMAIL.COM / BOSTON, MA / WWW.LINKEDIN.COM/IN/FAHADALR

EDUCATION

Babson College, Wellesley Hills, MA   *May 2025*
Bachelor of Science in Business Administration
Concentration in Business Analytics and Entrepreneurship
Relevant Courses: Digital Analytics, Financial & Managerial Accounting, Business Intelligence, Marketing, Web Technologies, and Modeling with Excel

RELEVANT EXPERIENCE

Assurance Audit, **ERNEST & YOUNG,** Kuwait City   *May 2024 - August 2024*
- Leveraged Excel and EY's Canvas to cross-cast over 1,500 financial statement line items, ensuring data consistency and verification within trial balances and work papers
- Spearheaded communication with five banks on a client audit project to verify all accounts, ensuring complete validation of cash and cash equivalents for timely audit completion
- Reviewed cash cutoffs and audited cash equivalents for accurate period reporting and liquidity validation, facilitating the timely completion of a client audit covering $500K in assets

Business Analytics & Market Research Extern, **BEATS BY DRE,** Wellesley, MA   *February 2024 - April 2024*
- Conducted comprehensive consumer trends research with over 100 Gen Z participants in the audio industry, identifying key purchasing decision drivers
- Executed end-to-end consumer research, managing the project from initial scoping to data analysis and engaging over 200 participants, yielding a 20% increase in actionable insights
- Developed interpersonal and public speaking skills, presenting findings to remote audiences stakeholders, achieving 95% positive feedback

VC & Business Analytics Extern, **HP TECH VENTURES,** Palo Alto, CA   *May 2023 - August 2023*
- Calculated and analyzed data using Excel and SQL to find summary values and industry trends
- Inducted research analysis for 7+ startups using metrics, industry data, and business models for evaluation
- Presented a portfolio of start-ups ranking numerous potential investments to ensure an increase in ROI

Strategy Consultant, **REALFEVR,** Lisbon, Portugal   *January 2023 - May 2023*
- Identified distribution errors in 2 prior business models and executed a new operational strategy
- Applied cost-to-profit analysis, reducing expenses by 15% and increasing profit margins by 10% in year one
- Elevated digital launch with gaming system input, achieving 25% more user engagement and increase in sales

PROJECTS

Data Analyst, **GOOGLE WEB & AUDIENCE ANALYTICS,** Wellesley, MA   *November 2023 - January 2024*
- Deployed advanced segmentation techniques, increasing targeted campaign effectiveness by 25% through precise customer profiling
- Directed marketing to female users, determined via analytics as having 20% higher ARPU, leveraging influencer partnerships to maximize revenue

Data Analyst, **HILDRETH INSTITUTE,** Wellesley, MA   *September 2023 - November 2023*
- Utilized Brand watch to capture and categorize data from 5,000+ sources, creating insightful dashboards
- Introduced a report proposing business actions based on social listening of thousands of data points, aligning with client mission

LEADERSHIP AND INVOLVEMENT

Senior Vice President, **DELTA SIGMA PI**   *November 2022 - Present*
- Drove the full recruitment cycle for over 130 candidates, crafting a unique casing framework and evaluation form to strengthen candidate selection
- Succeeded over 100% increase in Delta Sigma Pi membership by designing and implementing targeted recruitment strategies and initiatives

Resident Assistant, **BABSON COLLEGE RESIDENT LIFE**   *May 2023 - August 2023*
- Facilitated weekly one on ones and monthly seminars to discuses conflict and work on positive resolutions
- Completed 40 hours of intensive training in mental health, prevention, and wellness to enhance leadership skills

QUALIFICATIONS & INTEREST

- Technical: Microsoft Office, Adobe, Minitab, Tableau, Final Cut Pro, SQL, R-Studio, SAS
- Languages: Written & Verbal Communication in Arabic
- Activities & Interests: Philanthropy, Hiking, Video editing, Board Games (Catan), and Delta Sigma Pi
- Certifications: Google (Use google analytics for your Business), Brandwatch (Consumer Research), Data Camp (Introduction to SQL)