

ADRIAN EDDY

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EDUCATION

New York University, College of Arts and Sciences

New York, NY

B.A. in Economics, Minors in Data Science, Computer Science, and Maths.

Aug 2022 – May 2026

- Cumulative GPA: 3.7/4.0
- Relevant coursework: Financial Accounting, Financial Economics, International Economics, Probability and Statistics, Calculus III, Intermediate Micro & Macroeconomics, Programming for Data Scientists, Principles of Data Science.

PROFESSIONAL EXPERIENCE

Henry Social

New York, NY

Project Manager and Data Analyst

Jan 2025 – Present

- Leveraging pipelines and databases (80k+ users) to drive product and marketing optimisations for a high-growth crypto platform
- Building internal analytics tools in Python and Retool, conserving over 10 hours/month and discovering user behavioural trends
- Researching and integrating AI agent infrastructure for scalable integration into fintech user journeys in the blockchain industry
- Spearheaded SDK, MMP, and API integrations, enabling real-time monitoring of over 50k marketing and user-flow events daily

CIMB (Niaga) Bank

Jakarta, Indonesia

Treasury and Capital Markets Summer Analyst

June 2024 – Aug 2024

- Rotated in Forex, Fixed-Income, Derivative Products and Money Markets to develop a deep understanding of financial markets.
- Created mutual fund proposals via Bloomberg Terminal and PowerPoint, pitching to clients and fund managers for new ideas.
- Helped conserve 40 hours over the summer by streamlining and automating Excel tasks through VLOOKUP and Pivot Tables.
- Collaborated with senior analysts to design a portfolio model for Indonesian clients with creativity and strong attention to detail.

SUN Mobility

Jakarta, Indonesia

Product Management Intern

Jul 2023 – Aug 2023

- Designed promotional materials for electric vehicle products with Canva to align with trends, growing awareness and visibility.
- Conducted legal analysis to ensure product compliance with Indonesian regulations, maximising efficiency and customer service.
- Consolidated joint market research to ascertain product market fit in a rapidly developing industry growing at a CAGR of 20%.

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

NYU Motorsports

New York, NY

Finance Lead

September 2024 – Current

- Manager at NYU's racing team, overseeing 90+ members, demonstrating superior organizational and project management skills.
- Raised more than 3x the initial target of over USD 45,000 by using salesmanship and cold outreach during intense competition.
- Demonstrating casing and financial analytical skills in a motorsports-themed case competition with a national, finalist-level team.
- Curating acute task and time management skills by balancing engineering and operations-related obligations with short timelines.

NYU Data Science Club

New York, NY

Product Management Analyst and Member

September 2024 – Current

- Practising data cleanup in bash, python and SQL with personal projects and impromptu tasks with tables of over 600,000 entries.
- Computing Machine Learning insights in Python, including Logistic Regression, Decision Trees and natural language processing.
- Collaborated with team members to code a salary prediction model with over 70% accuracy, with plans to develop an application.
- Received 1-on-1 career development mentorship, attending workshops to curate dynamic skills needed in product management.

NYU NET Impact

New York, NY

Consultant

February 2024 – May 2024

- Completed a 10-week consulting program focused on sustainable practices, developing analysis and strategy formulation skills.
- Curated and presented weekly industry deliverables and daily market updates to practice presentation, casing, and deck making.
- Consulted two Fintech startups with risk assessments and long-term strategic recommendations for deeper business evaluation.

SKILLS & INTERESTS

- **Languages:** English (Native Proficiency), Bahasa Indonesia (Native Proficiency), Spanish (Beginner Proficiency).
- **Skills:** Bloomberg Terminal, Deck Design, Microsoft Excel, SQL, Python, Java, Bash, Postgres, Retool, Chatbots, Accounting.
- **Interests:** Fishkeeping, Top Gear and cars, reading, video games, cricket, Liverpool F.C., rugby, drumming, mountain biking.

