

---

## EDUCATION

**University of Rochester**  
*B.S. Molecular Genetics, Minor in Economics*  
**Brooklyn Technical High School**  
*High School Regents Diploma with Honors*

**Rochester, NY**  
May 2012  
**Brooklyn, NY**  
June 2008

---

## PROFESSIONAL EXPERIENCE

### **Rakuten Marketing, Linkshare**

*Senior Analyst, Analytics & Reporting*

**New York, NY**

December 2014 - Present

- Provided analytics and reporting for over 75 clients, including: Estée Lauder Companies, Dior, Ralph Lauren, L'Oréal, Saks, Target, 1-800-Flowers, Vans, Wolverine Brands, New Balance, Kohl's, AT&T, Toshiba, and Microsoft.
- Worked directly with clients and account management to create custom reporting solutions for campaign optimization, and bolster productivity through automation, ultimately helping grow client portfolios by 35% YoY.
- Utilized an Oracle database, SQL, Access, Excel and Python to construct and deliver KPI reporting, sales projections, budget tracking, SKU analysis, vertical benchmarking, weekly trend reporting, quarterly account reviews, and ad-hoc analytics requests.
- Brainstormed, designed, and released the global mobile benchmarking report, which utilized Access, Excel, and VBA macros to generate quarterly mobile performance reports for all affiliate clients.
- Maintained and distributed five company-wide quarterly benchmarking reports for over 1500 global clients.
- Managed the training and growth of junior analysts and account managers through Excel and Oracle training.
- Assisted company executives with ROI analysis for new company initiatives by utilizing internal and external data.

### **Bright Kids**

*Director of Business Development and Marketing*

**New York, NY**

October 2012 – December 2014

- Oversaw operations for the publications department, including: inventory management & logistics, e-commerce maintenance, printing, intellectual property, analytics, wholesale contracts, sales and client services.
- Managed an eight-month Park Slope office expansion. Office opened September 1<sup>st</sup> and achieved profitability within its first month. Responsibilities included: building business strategy, P&L analysis, market research, locating retail space, negotiating lease terms, construction, and marketing.
- Worked with account management and design to plan and execute the annual marketing program which included website content, PR, e-mail blasts, print ads, social media, and client presentations.
- Spearheaded the Bright Kids Suite initiative, working with an in-house developer and UX designer to develop the Bright Kids E-learning Platform. App was featured in DNAinfo, New York Magazine, and The Daily Mail.
- Utilized Access, MySQL databases, Tableau, and Qlikview to model nationwide sales trends, client distributions, and market segmentations. Presented monthly sales and analytics reports to the management team.
- Drafted and edited pitch decks used for VC and PE presentations for NewCo funding.

### **Rockefeller University**

*Research Assistant*

**New York, NY**

Summers 2007-2010

- Randomized intronic sites in *S. cerevisiae* to screen for suppression of a branch site G mutation and found that perfect 5' splice site sequences were selected as enhancers, restoring mRNA expression to wildtype levels
- Over-expressed miRNA-34a and 221 in mouse granule neuron cells during their early postnatal development and found that neuron differentiation was affected resulting in shorter or undeveloped axons
- Supervised the training of two summer interns and created a comprehensive laboratory procedural manual to increase efficiency and productivity of newly hired staff.

---

## LANGUAGES & SKILLS

**Languages:** Fluent in Russian, elementary Italian, basic Korean

**Skills:** Expertise in Excel, PowerPoint, Word, Access, Project, Visio, Oracle BI, Qlikview, Tableau, JIRA, Bloomberg, Wordpress, VBA, SQL, HTML, CSS, Javascript, and Python.

**Interests:** Computational science, music, financial markets, and literature.