

# ALYSSA FOLICKMAN

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## EDUCATION

**NEW YORK UNIVERSITY, Leonard N. Stern School of Business**

*Master of Business Administration Specializations in Finance, Product Management, Strategy*

**New York, NY**

**May 2018**

**BRANDEIS UNIVERSITY**

*Bachelor of Arts, Magna Cum Laude in Business & History; minor in Journalism*

**Waltham, MA**

**May 2011**

## EXPERIENCE

### EVEN FINANCIAL

**New York, NY**

*Partner Manager, Financial Institutions*

**2019-Present**

- Own High Yield Savings program, working alongside strategy, product, publisher managers, and business development to increase opportunities for product search and comparison for FIs including American Express, Discover, & Goldman Sachs
- Maintain strategic partnerships with 4 major lending institutions and fintech companies, including growing loan origination rates 60% from Q4'19 to Q1'20 for one partner
- Serve as key stakeholder for new vertical launches & design commercialization plans to bring new product features and reporting insights to partners, training cross-functional teams and partners on product benefits

### ALUMNI VENTURES GROUP

**New York, NY**

*Community Engagement & Venture Fellow | B-School & Select Fund*

**2018-2019**

- Founding fellow in building community of 1500+ alumni to serve as investors, mentors, & entrepreneurs for co-investment platform, holding investor relations calls & leading new deal flow with entrepreneurs in network

### SEEDINVEST

**New York, NY**

*Venture Sourcing MBA Intern*

**Fall 2017**

- Sourced 100+ early stage start-ups and performed due diligence assessments to determine fit for crowdfunding platform

### CHATDESK

**New York, NY**

*Marketing & Operations Strategy MBA Intern*

**Summer 2017**

- Implemented long term inbound marketing strategy roadmap encompassing website redesign & analytics, content marketing, digital advertising campaigns, and launch of a microsite, chatbotguide.org, with 100+ case studies across five industries

### HOOKLOGIC (acquired by CRITEO)

**New York, NY**

*Account Manager, Travel Partnerships*

**2015-2016**

- Managed program launch and go-to-market strategy for digital advertising program with Starwood Hotels, including creating marketing materials, training and educating users, testing placements, and analyzing advertising bid performance using third party and internal hotel booking tracking data
- Optimized performance of hotel ads and daily account client relationship maintenance through multi-channel bid strategy for 100+ Marriott Hotels globally as part of HookLogic direct hotel site booking digital advertising program
- Drove competition and adoption rates through targeted email marketing campaigns and bid strategy, increasing market coverage up to 30% sitewide for Priceline site monetization program

### *Account Coordinator, Retail Publisher Partner Business Development*

**2014-2015**

- Oversaw technological implementations and translated retailer feedback cross-functionally to client engineering and product teams, prioritizing timelines and managing communication across sales & product for 20+ US retail leaders
- Created custom reporting tailored to publishers' analytics needs determining program coverage, advertisement click-through rate, as well as results of A/B tests, using proprietary data, and prepared quarterly business reviews
- Grew site monetization and advertising efforts across retail partners through the creation of new advertising placements, tripling inventory on one retail site, and launching secondary co-op ecommerce ad tech program for one Fortune 500 retailer

## INITIATIVE

**New York, NY**

*Associate, National TV Investment (Media Buyer)*

**2012-2014**

- Monitored daily maintenance for five advertisement agency accounts ranging from \$5-\$20 million in yearly billing, ensuring full delivery of purchased ad ratings, exceeding delivery at 105% in 2012-13
- Negotiated with television networks' ad sales teams pricing through analysis of network deal submissions and television industry trends for 25+ television advertising buys, including news & sports sponsorships with major media partners

## ADDITIONAL INFORMATION

- **Software/Tech:** Excel & PowerPoint, SQL, Looker, Tableau, Python, Google Analytics, JIRA, Salesforce, Hubspot
- **Interests include:** International cooking & baking; travel (40+ countries); pub trivia; early 20<sup>th</sup> C. history; theater & concerts