

ANGELINA BOGDAN

07519 430795

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www.linkedin.com/in/angelinabogdan

EDUCATION

London School of Economics, *Department of Management*
Candidate for Masters in Marketing

London, UK
Expected Dec 2018

Northeastern University, *D'Amore-McKim School of Business*
Bachelor of Science in Business Administration
Concentration: Marketing; *Minor:* International Affairs

Boston, MA
Sept 2012 – May 2017

Queen Mary University of London *Foreign Exchange Student*

Fall 2015

EXPERIENCE

Rue La La

Big Data Analyst

Boston, MA
July – December 2016

- Collected and assembled data from a variety of sources (including social media and web metrics) and provided analyses on specific business objectives, including member buying behavior and website interactions, website behavior, marketing promotions, A/B email testing, and campaign analysis
- Created descriptive and graphical reports on findings and led presentations to top marketing management; many of the findings and recommendations presented were implemented
- Partnered with the Integrated Marketing team on various projects, such as gathering joint campaign metrics for partnership promotions, developing and further analyzing customer experience surveys, etc.
- Leveraged cutting-edge and established analytical applications to interpret data such as Tableau, Oracle SQL, etc.

Commonwealth Financial Network

Corporate Marketing

Boston, MA
January – July 2015

- Assisted in developing brand strategy and positioning to incorporate significant social media and online presence for new financial advisors within the 1,600+ advisors affiliated with Commonwealth
- Generated four daily social media posts for financial advisors (700+ total posts), conducted two seasonal campaigns on social media, wrote three monthly financial advice articles published on advisors' websites
- Created client-facing marketing material (brochures, business cards, print ads) to enhance advisors' brands
- Assisted the Public Relations team on tracking advertisement placements in relevant print publications and compared the findings to major competitors
- Generated ideas for establishing a seamless client-experience, including facilitation of request processes
- Tracked Commonwealth public outreach through mass media channels (*Investment News, WSJ, etc.*)

Wygspan, Inc.

Marketing

Boston, MA
January – June 2014

- Created and executed a guerrilla marketing plan (drawing humorous Wygspan logo and taglines around Boston Area, giving out goodie-bags, signing up potential users for a raffle, etc.) to connect with businesses, consumers, and nonprofits, increase new user sign ups, and create brand awareness in the Boston area
- Pitched Wygspan to up to 40 businesses and organizations per day approximately three times a week
- Collected and reported on potential users' data from marketing and outreach events
- Grew professional network to include key members of local business, nonprofits, and associations by attending key networking and industry events (including BYPA and BNG) on behalf of Wygspan

VOLUNTEER EXPERIENCE

LSE, Department of Management

- Student Representative for MSc Marketing Program

London, UK
Oct 2017 – Current

Boston Cares

- Math teacher at X-Cel Education Center
- English teacher at Jewish Vocational School

Boston, MA
April – June 2014

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SKILLS/INTERESTS

Hard skills: Proficient in MS Office, Oracle SQL, Tableau, Google Analytics, Snowflake Analytics, SPSS, QuickBase, SurveyGizmo, Qualtrics; knowledgeable in Prezi and R-Studio

Languages: Russian (native), French (intermediate conversational), and Spanish (elementary)