

Rhoni Gericke

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EDUCATION

- | | |
|---|-------------------|
| Yale College Undergraduate | Expected May 2017 |
| Double Major in Economics & Mechanical Engineering (B.A.) | GPA 3.77/4.00 |
| <ul style="list-style-type: none"> - Relevant courses: Designing the Digital Economy, Data Science, Computational Tools, Innovation and Design - Studies abroad: University of Edinburgh, UK (Spring 2015), Yale in Paris, France (Summer 2014) | |
| Herschel Girls High School, South Africa (Jan 2008 – Dec 2012) | |
| <ul style="list-style-type: none"> - Honors student, Valedictorian and Sportswoman of the Year | |

PROJECTS

- Developing a Microfluidic Device to Detect Diabetes, Senior Project for Mechanical Engineering Major** (Spring 2017)
- A handheld screening device to reliably screen for diabetes in developing countries to cut medical costs
- Rethinking the Radio Spectrum, Thesis for Economics Major** (2016 – Spring 2017)
- A policy paper for the FCC proposing Harberger licensing to render the reallocation of the electromagnetic spectrum more efficient (under the mentorship of Glen Weyl, Microsoft Research)
- Optimizing Cities for the Arrival of Self-Driving Cars, Designing the Digital Economy** (Fall 2016)
- A dual tax model in anticipation of personal autonomous vehicles to minimize social cost by discouraging driving behavior that imposes negative externalities such as congestion
- The Decision of Labor, Computational Methods in Economics** (Spring 2016)
- A simulation of an overlapping generations model to study the impact of cash transfers on the choice to work
- The Effects of Minimum Wages on Employment of Low-Wage Workers, Applied Econometrics** (Spring 2016)
- A statistical analysis exploiting variation of minimum wages within states over the years 1983 to 2012

WORK EXPERIENCE

- Whistle Labs Marketing Intern, San Francisco** (Summer 2016)
- 10-week internship at a start-up producing on-collar GPS pet-tracking devices that function with a mobile app to keep track of a pet's location and activity; Whistle was acquired by Mars Petcare for \$117mill early 2016
 - Drove company's pilot advertising campaign in Austin, TX: coordinated work-flow with the media company and in-house design; managed a free trial program of the product with interested parties
 - Analyzed survey and marketing data by building automated Excel dashboards to identify NPS scores and primary customer complaints
 - Generated growth ideas involving potential partners and influencers to expand customer advocate base: conceived of partnership with a pet smart company involving SEO optimization of dog-sitter profiles
 - Facilitated fast-paced ad campaigns through quick mock-up designs, innovative copywriting and marketing PowerPoint decks to be presented to senior management
- Stage and House Manager, Yale Student Employment** (Spring 2014 - Present)
- Ensure smooth running of student and professional productions for Yale College and Yale School of Music
 - Crowd-manage audiences of over 120+ through organizing teams of ushers
- Research Assistant, Yale Department of Economics** (Spring 2016)
- Supported Professor Michael Peters with his on-going research in the spatial aspects of structural change
 - Filtered 3 decades' worth of data for 9 countries each to calculate economic sector shares and to track trends

ACTIVITIES & SKILLS

Theatre / Music

- Primary Sources, a collaborative arts group invited by NASA to discuss life, culture and art on Mars (2016)

Field Hockey

- Starter for the Yale Field Hockey Varsity Team, Division 1 Sports League (Fall 2013 – Spring 2014)

Languages and Programs

- English, Afrikaans (home language), intermediate French, basic German and Dutch
- Python (Pandas), Java (solo winner for CS course Puzzle Day), Stata, Excel, PowerPoint, LaTeX; R, SQL (basic)