

# Ava Keresztes

 [avakeresztes.github.io](https://avakeresztes.github.io)

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## Education

**New York University**  
**Leonard N. Stern School of Business**  
Aug 2021 - May 2025  
Bachelor of Science in Business and Finance  
Minor Entertainment Business

**Jesuit High School**  
Aug 2017 - May 2021  
GPA: 4.20/4.00  
5 Advanced Placement Courses  
High Honors and Summa Cum Laude with the Presidential Award for Academic Excellence

## Extracurriculars

**Stern Student Government**  
Cohort Director and PCE Committee Chair

- Marketed and organized 15 schoolwide events: Casino Night, Stern's Got Talent show, and Spring Semi
- Worked with the Dean to lead 20 wellness and community building club meetings

**Student Producers Association (SPA)**  
Producer Associate

- Conducted pitch deck workshops
- Created 10+ pitch decks for clients
- Collaborated with 10 directors on their films by leading crowdfunding and social media campaigns
- Raised \$8,000 dollars for each film

## Technical Skills

### Analysis

Microsoft Suite (Word, PowerPoint, Excel), Python, DCF

### Design

Figma, Adobe Photoshop, User Research and Interviews, Final Cut Pro, iMovie, and Minitab

## Interests

Surfing, Hot Yoga, Filmmaking, Hiking, Photography, Soccer, Meditation, Running, Traveling, Snowboarding

## Work and Extracurriculars

**Blockibles Fintech Startup & Legal Firm**  
Summer Intern

Summer Intern  
California, LA

### Film Producer

Sep 2021 - Present  
New York, NY

- Crowdfunded over \$20,000 dollars for Films, oversaw production, and implemented creative strategies to fix 99% of problems on set
- Managed and led a team of 10 people in creative social media marketing and financing decisions, increasing consumer reach by 75%

### Roger and Ives

Aug 2020 - Aug 2021  
New York, NY

- Increased social media traffic by 55% through creatively designed Instagram stories displaying new merchandise. Increased website traffic by 28%
- Implemented Instagram Shop to increase consumer accessibility and expanded national reach and global reach by 70% and 30% respectively

### Nordstrom

July 2021- Aug 2021  
Portland, OR

- Increased sales by \$2000 dollars above the daily quota of \$3000 in the Women's clothing department. Created long-lasting customer relationships
- Held the number one salesperson position for 7 days straight

### Entrepreneurial Exchange Group

Jan 2022 - Present  
New York, NY

- Learned about various KPIs and crucial startup skills including valuation methods, product management, prototyping MVPs, GTM strategy, growth hacking, agile development, inbound and outbound marketing channels, and accounting
- Ideated product features for the startup, Quantbase, and presented a pitch deck to the startup

### My Girls SkinCare Startup

Sep 2017 - Present  
Boston, MA

- Designed packaging for over 15 skincare products in Figma and worked with manufacturing houses across the United States and Europe to implement my designs
- Contacted 50+ small startup angel investors and received 100k in funding to launch another line of products, which generated 50% more revenue

### Creatathon App Builder

May 2018  
Wellesley, MA

- Pitched an app idea to prospective investors from VC firms such as G20 Ventures, Spark Capital, and Battery Ventures. Presented on local television
- Proposed creative ideas for 3 programmers on my team to include on our app, Zipsched, and oversaw execution on these ideas in Python