

# Benjamin Floyd Rubin

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## EDUCATION

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### World Bachelor in Business Program

Admitted into elite global academic program to complete coursework and earn degrees at three top business institutions in LA (USC), Milan (Bocconi University), and Hong Kong (Hong Kong University of Science and Technology)

### University of Southern California, Marshall School of Business (home institution)

Los Angeles, CA

*Bachelor of Science in Business Administration*

Expected Graduation: May 2018

*Minor in Computer Science*

Cumulative GPA: 3.53

Honors: Dean's List (all semesters), Speaker at USC Board of Trustee's Conference, Elected Course Representative at Bocconi University

Relevant Coursework: Intro to Computer Science, Intro to Programming, Data Structures and Object Oriented Design, Discrete Methods, Principles of Software Development, Full-Stack Web Development

## WORK EXPERIENCE

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### IBM

June – August 2017

*Data Analytics Intern*

New York, New York

- Worked within a team of four that spearheaded the transition of IBM's programmatic marketing in-house, building and activating over 500 standard audiences using a Data Management Platform supporting \$6.5M dollars in marketing spend
- Established the foundation for a ticketing system (dedicated to 150 marketing and product teams worldwide) facilitating the rollout of an audience first strategy that reduced processing time by 80% and costs by \$600K
- Designed and curated educational content covering the topics of programmatic marketing and buying, distributed to over 30K marketers within IBM's internal communication platforms

### Mountain Partners Venture Capital and Private Equity

June – August 2016

*Project Management Intern*

Bangkok, Thailand

- Led the market research for a team of five launching an Indian-based ecommerce clothing brand with a budget of \$500K and brought a 150% increase in engagement (8% conversion rate) with our online platforms
- Collected, analyzed, and summarized consumer preference data collected from over 300 survey respondents and 4 self-run focus groups to determine the composition (styles, sizes, amounts) of the initial clothing catalogue
- As Head of Sales & Merchandising, determined pricing, location of POS, and negotiated with international media agencies on the launch campaign involving a budget of up to \$150K

### Scrub Hub Dry Cleaning and Laundry Service

January - June 2015

*Co-Founder & Head of Marketing*

Hong Kong

- Successfully operated an on-campus laundry and dry cleaning service to serve over 20 university students throughout the Spring semester which resulted in over \$4K of revenues
- Formulated incremental pricing packages that ensured a minimum 10% profit margin from day one
- Designed appealing promotions giving an incentive for regular clients to bring new users, increasing revenues by at least 25% each week

### Israeli Air Force

November 2008 - November 2011

*Military Sergeant & Multidisciplinary Instructor*

Israel

- Supervised a unit of 34 security guards, hummer drivers and firefighters across a period of 4 months in a northern base along the border of Lebanon
- Promoted to the Air Force School of Infantry (of a pool of 40 candidates) where I trained over 80 new recruits into certified commanders within a 7-month time frame through intensive mental and physical conditioning, leadership seminars, and lectures on military strategy (many of whom progress to high ranked officer roles)

## LEADERSHIP & INVOLVEMENT

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**Bocconi Student Consulting Club, Associate**

September 2015 – June 2016

**HKUST Typhoons Rugby Varsity Team, Teammate**

September 2014 – June 2015

**TAMID Investment Group, Director of Consulting**

December 2013 – June 2014

**USC International Commerce Program in Buenos Aires, Argentina, Delegate**

March 2014

## SKILLS & INTERESTS

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- Languages: Fluent in English and Hebrew, proficient in Italian
- Computer Skills: Adobe Photoshop & Illustrator, Sketch, C++, Microsoft Word Excel and PowerPoint
- Interests: electronic music production, culinary arts, graphic design and illustration, tennis
- Holder of US and Israeli citizenships, authorized to work Hong Kong (IANG visa)