

Benjamin Floyd Rubin

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EDUCATION

World Bachelor in Business Program

Graduated from elite global academic program, completing coursework and earning degrees from 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

May 2018

Minor in Computer Science

Cumulative GPA: 3.62

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

WORK EXPERIENCE (*Authorized to work in the US)

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

Bocconi International Student Association

October 2015 – June 2016

Co Founder & Vice President

Milan, Italy

- Established the mission statement, organizational structure, and recruitment initiatives of an association that strengthens and cultivates the presence, exposure, and incorporation of over 500 entering international students each year
- Superintended a team of fourteen Directors to establish the association's presence and facilitate social networking via on-campus events attracting over 100 registered attendees on average

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

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

- Languages: Fluent in English and Hebrew, proficient in Italian
- Computer Skills: C++, Java, JavaScript, PHP, HTML, CSS, SQL, MS Office, Google Drive
- Graphic Design: Adobe Photoshop & Illustrator, Sketch
- Holder of US Citizenship (no sponsorship required)