

Cristina Marin Grillo

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EDUCATION

Syracuse University | Syracuse, NY

Anticipated Graduation May 2023

Whitman School of Management

Cumulative GPA: 3.8

Bachelor of Science, Entrepreneurship & Emerging Enterprises, Minor, Information Management & Technology

Relevant Coursework: Data in Society, Deal Making & Negotiations, Entrepreneurial Turnarounds, Front-End Web Development, Information Reporting & Presentation, Social Entrepreneurship in Action

Honors & Awards: Syracuse Whitman Scholar, National Hispanic Recognition Scholar, Syracuse University Archbold-Day Scholar, Invest-In-Success Scholar, Dean's List & Honor Roll (all semesters)

PROFESSIONAL EXPERIENCE

L'Oréal | New York City, NY

Jun 2022 – Aug 2022

USA Summer Sales Intern

- Collaborated with development and field sales teams to optimize planogram performance by leveraging data analysis and sensitizing statistical models resulting in over a 5% YOY increase in gross revenue
- Coordinated and prepared cross-departmental strategic development plans for senior management team

Hired | New York City, NY

Jul 2021 – May 2022

Strategic Account Management Intern

- Designed and implemented automated client benchmarking system by synching SQL, Outlook, and Looker resulting in a 94% reduction of time spent by account managers and executives on data analysis
- Streamlined sales pipeline by identifying bottlenecks and automating initial outreach in Salesforce CRM

FA_MUSnow | Austin, TX

Mar 2021 – Dec 2021

Business Development Representative

- Supported end-to-end product cycle & coordinated between non-technical users and development teams
- Spearheaded pre-seed funding by delivering 100+ sales pitches which resulted in raising over \$45,000
- Managed both trials and pilots with 3 large-scale retailers to improve user experience and product design

Syracuse University | Syracuse, NY

Aug 2020 – May 2021

Community Advisor

- Planned, promoted, and executed 10+ large-scale professional workshops and community development programs for 2,500+ off-campus and commuter students in collaboration with university leadership
- Monitored and evaluated operating procedures to measure effectiveness and drive improvement initiatives

LEADERSHIP AND EXTRACURRICULAR

Panhellenic Council | Syracuse, NY

May 2022 – Present

VP of Membership Recruitment, Director of Philanthropy & Civic Engagement

- Originated and deployed new-member acquisition strategy that exceeded KPI targets by 11%, lowered overall member acquisition costs by 24.5%, and generated more than \$60,000 in registration revenue
- Led the successful integration of a new performance-based reward system, boosting intracommunity participation by 31% and raising \$63,000 in donations across 36 volunteering and fundraising events

Adecco's CEO For One Month | San Diego, CA

April 2021 – June 2021

Finalist

- Selected as 1 of 5 finalists (out of 14,000+ candidates) to participate in intensive professional boot camp
- Presented strategic initiatives focused on the future of work to C-Suite executives of a global Fortune 500

SKILLS & INTERESTS

Languages: English (Native), Spanish (Proficient)

Skills & Certifications: Microsoft Office, Salesforce, Looker, SQL, NielsonIQ, HTML, GitHub, Agile

Interests: Rock Climbing, Health & Fitness, Podcasts, Word Games, Portrait Photography