

DANIELA (DANI) AIZENMAN

daaizenman@gmail.com • (305) 778-5352 • LinkedIn.com/in/daizenman

EDUCATION

The University of Texas at Austin, McCombs School of Business Bachelor of Business Administration, Management Information Systems May 2024
GPA: 3.82

IES Abroad Barcelona

Spring 2023

Semester Study Abroad Program

Topics Included: Transfer of New Technology into the Economy, Emerging Technologies and Smart Cities, Corporate Finance

EXPERIENCE

PricewaterhouseCoopers – Product Labs Intern; New York City, New York June 2023 – August 2023

- Spearheaded development of a cutting-edge crypto digital wallet, collaborating with a dynamic blockchain team of 12 members
- Utilized Figma to create two intuitive prototypes while leveraging coding background to contribute to technical aspects
- Applied Agile principles throughout product development lifecycle, resulting in a streamlined development process of 10 weeks
- Presented product vision to 20 potential companies, showing its unique value proposition and strategic advantages

PricewaterhouseCoopers – Management Consulting Intern; Tel Aviv, Israel

June 2022 - August 2022

- Developed an invoice tracking system using Apps Script and Google Sheets, reducing weekly meetings to go over inventory
- Analyzed existing market penetration strategy for pharmaceutical industry and presented recommendations to 3 senior executives
- Performed data analytics on a live M&A of two irrigation systems and presented recommendations to clients to meet needs
- Collaborated on establishment of team's monthly newsletter by participating in weekly meetings and publishing 2 articles

Spoon Texas – Co-Founder and Marketing Director; Austin, TX

January 2021 - May 2022

An online food publication run by students across the United States, with personalized content for college campuses

- Launched reestablishment of organization at The University of Texas at Austin while recruiting 25 new members
- Published monthly content on social media platforms, increasing awareness of local businesses affected by pandemic
- Researched and conducted 25+ interviews to assess Austin's restaurant community and culture
- Established relationships with 10+ businesses to facilitate networking and drive business growth within greater Austin area

LEADERSHIP EXPERIENCES AND ACTIVITIES

Tech Consulting Group – Co-Founder and Operations Director

August 2022 - Present

- Served on the first executive board to establish the club with the purpose of educating students interested in technology consulting
- Partnered with five local Austin start-ups to engage in hands-on tech consulting experience
- Organized and hosted 5+ recruitment sessions and interviewed 50 potential members
- Delegated responsibilities by scheduling team meetings to efficiently manage member database, club budget and resources

TAMID Group – Project Manager; Consulting Group Member; External Social & Recruitment Committee

August 2020 - Present

- Developed professional skills through hands-on consulting work with startup companies based out of Tel Aviv, Israel
- Served as a project manager by leading 10 students in conducting industry analysis and consumer research for a SaaS start-up
- Consulted with CEO of cloud storage and file sharing start-up to assess and implement new strategies to reach American customers
- Focused on market research, competitive analysis, and product development help ensure success in industry

Alpha Epsilon Phi – Logistics Committee; Rush Team Member; External Social Committee

August 2020 - Present

- Oversaw the Design Committee and increased viewer interaction with content by ~60% on Instagram
- Coordinated contracts, venue, catering, busses, photo, DJ and \$15k budget for event with 250+ people
- Sourced and hired 10+ companies to help in the backstage production of annual fundraiser dance competition

HONORS

- University Honors (5 semesters)

Fall 2020 - Fall 2023

ADDITIONAL INFORMATION

Computer Skills: Python, SQL, C#, R Studio, Microsoft Office, Google Workspace, DADM, Lucidchart, Figma, Tableau

Certifications: InDesign, Illustrator, Photoshop

Languages: Native in Spanish

Interests: Kickboxing, Water Skiing, Israeli Dancing, Sushi, Yoga Sculpt, John Mayer, Food Blogs, EDM Music

Work Eligibility: Eligible to work in the U.S. with no restrictions