

Professional Summary: Leverages strategic leadership with an MBA in Finance as well as experience in fundraising, budget management, and marketing to add value while refining industry aptitude. Offers statistics skill, technical acumen, and a strong work ethic in addition to a proven background in disciplined initiative. Excels in fast-paced environments and rapid knowledge acquisition.

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**CREDENTIALS**

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**Sacred Heart University**, Fairfield, CT

December 2010

*Masters in Business Administration (MBA) with a concentration in Finance*

- GPA 3.7

**Investment Banking Institute**, New York, NY

August 2010

- Participated in a one-month intensive Investment Banking Seminar focused on (i) financial statement analysis, (ii) valuation methodologies and (iii) financial modeling
- Performed company valuations utilizing (i) comparable public company analysis, (ii) precedent transactions analysis and (iii) discounted cash flow (DCF) analysis
- Built fully-integrated financial statements projection model, LBO model, accretion/dilution merger models, including ability to run operational and capital structure sensitivities within models

**Marist College** Poughkeepsie, New York

May 2006

*Bachelor of Arts (BA) in Communications*

- GPA 3.2; Graduated Cum Laude
- Involvement: Senior Class President (2006); Class Gift Chair Class Gift Fund (2006); Resident Senator (2003-2005)

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**PROFESSIONAL OVERVIEW**

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**Pacific Asset Management** Shanghai, China*IB Associate*

July-October 2011

Created research reports on publicly traded U.S. Companies, headquartered in China for hedge funds. Analyzed business plans and interviewed executives seeking an improved capital structure or business plan funding solutions. Interviewed, recommended and tutored new staff members from several different countries. Attended ex-pat networking events in Shanghai to discover potential investment opportunities in China and build a Shanghai contact list

- Established strong working relationships with the Consulate Generals of Peru, Uruguay, U.K., Turkey and the U.S. to obtain project finance mandates and FDI opportunities
- Worked with representatives of the Council of American States in China to identify projects to source FDI to the U.S.
- Built research valuation database on undervalued Chinese companies, contacted management teams to construct MBO/LBO term-sheets. Compiled relevant related financial metrics, management teams, detailed contact information.

**J.CREW** Westbrook, CT*Head Cashier-Store 042*

2008 – July 2011

Analyze and monitor daily sales goals. Open new J.Crew credit card accounts. Process J.Crew apparel transactions. Trained new employees on the proper ways to process each type of transaction on the cash register

- Opened 48 J.Crew Credit Cards in 2009 85 Credit Cards in 2010-Most in store 042
- Increased store revenue by 5% in 2010 to \$5.25 million
- Advanced store revenue to \$5 million dollars in 2009

**Providence Bruins** Providence, RI*Marketing Associate*

2007 – 2008

Created varied marketing materials to assist the group sales department. Designed season ticket and corporate sponsorship brochures for providencebruins.com. Assisted in arranging player appearances in the community. Developed advertisements for the Venus 7000 video board. Arranged online player-worn jersey auctions on providencebruins.com. Distributed promotional materials to communities in RI, CT and MA

- Advanced attendance to over 244,000, up 12%, tenth in the AHL.

**Connecticut Defenders** Norwich, CT*Assist. Director of Community Relations; Assist. Director of Marketing*

2007

Conducted initial market research. Promoted the team by participating in events throughout Connecticut, Rhode Island, and Norwich. Instrumental in building the Connecticut Defender Street Team. Created sponsor advertisements for

playbills, media guides, and scorecards. Designed monthly playbill and scorecard covers. Installed a new camera system and video mixing board. Developed player headshots and advertisements for the Venus 7000 video board. Coordinated two Kids Baseball Camps at Dodd Stadium.

- Boosted CT Defenders attendance by 15% to over 200,000, the highest since 2002

**Danbury Westerners** Danbury, CT

*Director of Game Day Operations/Internet Broadcaster*

2004 – 2005

Recruited and trained interns for the 2004-2005 game season. Aided the general manager in daily operations, traveling with the team to broadcast games on the Internet. Served an integral role in designing the media guide.

- Publicized available intern positions on the Marist College campus, hiring and training several interns and establishing an ongoing partnership to recruit Marist College students for the Danbury Westerners

**ADDITIONAL**

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**Skills:** Word • PowerPoint • Excel • Adobe Photoshop

**Linkedin Profile:** <http://www.linkedin.com/in/frankyocca>