

## DANIELLE STERNTHAL

www.linkedin.com/in/danielle-sternthal  
danielle.sternthal@wustl.edu  
(954) 540-4272

**Permanent Address:**  
23 Minnetonka Rd.  
Sea Ranch Lakes, FL 33308

### EDUCATION

**WASHINGTON UNIVERSITY, OLIN BUSINESS SCHOOL, St. Louis, MO**

**August 2016 - May 2020**

**Bachelor of Science in Business Administration**

**Majors in Marketing and Finance**

**STUDY ABROAD: UNIVERSITY OF SYDNEY BUSINESS SCHOOL, Sydney, Australia**

### EXPERIENCE

**UA BRANDS Fort Lauderdale, Florida**

**May 2020 - Present**

*Marketing Business Analyst*

- Created SharePoint site with Microsoft application trainings, distributed site across the company & conducted video training sessions.
- Managed and tested Pinterest paid ads & organic posts resulting in increased Pinterest revenue.
- Conceptualized & realized social media campaigns reaching nearly 10K engagers & managed influencer relations, orders & outreach.
- Monitored & overhauled Social Advertisements Sales Report to reduce user error, simplify, and automate for faster reporting and analysis.
- Researched, compared & presented non-profit organizations to partner with for the new eco-friendly scrubs launch that concluded in CEO and Senior Marketing Leadership electing to move forward with my proposal.

**JOHN DEERE FINANCIAL Des Moines, Iowa**

**June 2019 - August 2019**

*Sales Intern*

- Analyzed data to quantify finance waiver installment contract usage & gathered input from equipment dealers to validate research. Concluded that contract waivers help expedite purchase cycles and increase equipment sales.
- Identified and communicated the value of various financing options to the sales team & John Deere dealers by developing a brochure and video presentation that were distributed to over 2,500 locations and presented to the sales team of over 90 representatives.
- Worked across teams to gain an understanding of the relationship & motivations between financing & sales within the agricultural industry.

**SUGAR HILL CAPITAL PARTNERS New York, New York**

**June 2018 - July 2018**

*Investor Relations Intern*

- Produced a competitor analysis & compiled leads for the Investor Relations Team to understand their positioning within the NYC real estate development sector.
- Created & managed a platform to review quarterly investment property data such as unit mix, fund information & rent comparisons to monitor business progress, highlight accomplishments and future opportunities to investors.
- Learned Adobe InDesign to create a quarterly memorandum detailing a \$270 Million portfolio summary distributed to investors.
- Leveraged industry research to provide recommendations for an annual environmental sustainability report.
- Managed MailChimp for newsletter distribution and on-boarded investor-facing documents onto Intralinks platform.

**UA BRANDS Fort Lauderdale, Florida**

**May 2017 - August 2017**

*New Initiatives Intern*

- Created a list of 100+ customer leads for business development primarily using LinkedIn and customer websites.
- On-boarded products to online databases by writing product descriptions, uploading images, and calculating distributor pricing.
- Corresponded with CEO and designer to plan & design in-store giveaways to encourage brick & mortar shopping.
- Collaborated with multiple Chinese vendors to collect different pricing, timelines, and place sample orders for products.

### ACTIVITIES

**Olin Peer Ambassador**

*Mentor & Guide*

- Informed and advised incoming students about navigating life and academics in the Olin Business School.
- Guided tours for prospective students around business buildings on campus.

### SKILLS & INTERESTS

- Computer Skills: Proficiency in Microsoft Word, Microsoft Excel, Microsoft PowerPoint, SQL Familiarity, HTML Familiarity
- Interests: Sustainability, Vegetarian Cooking, Backpacking, Reading Best Sellers, Impressionist Art, Running with my Dog