

Elana Barlev

ebarlev11@gmail.com | 908-907-2257

www.elanabarlev.com

Current Address:

61 Telegraph Hill Road

Holmdel, NJ 07733

EDUCATION & HONORS

Indiana University, Kelley School of Business, Bloomington, IN

May 2021

Bachelor of Science in Business

GPA: 3.69/4.00

Majors: Marketing, Entrepreneurship & Corporate Innovation

Honors: Direct Admit; exceeded GPA and test score qualifications

Kelley-to-Kelley Mentor

May 2020 – Present

- Mentor the next class of KSB students to support, share knowledge and advance leadership skills in others

Deloitte Data Challenge Case Competition- Bloomington, IN

December 2018

Finalist

- Selected as one of 10 finalists from over 240 competing teams; presented to and received feedback from professionals to refine ideas and enhance skills as a consultant

Aldi Case Competition- Bloomington, IN

April 2018

Winner

- Achieved 1st place for consulting proposal and formal business presentation out of nearly 200 competing teams
- Pitched to Aldi executives; offered a trip to visit the Aldi Chicago Headquarters

WORK EXPERIENCE

Girls Club Capital (GCC) – New York, New York

December 2020 – Present

Platform Manager

- Conduct research and due diligence on market trends, curate and manage media content, and generate interview questions for monthly GCC magazine publications, business journals, podcasts, and LinkedIn
- Invite pre-qualified investors to attend demo-days, roundtables, and roadshows; contribute to the production of GCC investor conferences and manage those relationships while collecting feedback
- Assist in the business development of program sponsorship and partnerships; attend internal project-related meetings and meetings with potential customers, investors, strategic partners, and vendors

Leda Health - Brooklyn, New York

July 2020 – December 2020

Venture Capital Analyst

- Executed branding, sourcing, raising, and pitching initiatives to attain fundraising goals throughout seed rounds
- Created and managed relationships with fund managers, angel investors and investment partners to support stakeholders and advance mission

Loeb.nyc - Nunbelievable - New York, New York

June 2020 – November 2020

Marketing & Research Intern

- Gained qualitative and quantitative experience and exposure to many facets of entrepreneurship and venture capital investing while learning alongside inspiring founders in a dynamic environment to support the growth of portfolio companies
- Researched and identified potential non-profits, marketing, and distribution partners to align with
- Curated marketing and promotional materials including a monthly newsletter & created surveys to collect customer feedback and enhance customer experience

Leota New York- New York, New York

June 2019 – August 2019

Merchandising and Sales Intern

- Managed data and purchase order entry, selling reports, merchandising boards, swatch samples, and look books whilst fully immersed into day-to-day operations including opportunities to work in the showroom, on-site visits, and photoshoots

COLLEGIATE INVOLVEMENT & LEADERSHIP

Kelley Women Lean In- Bloomington, IN

August 2019 – May 2021

Founder

- Directed monthly meetings where women with a shared goal of achieving gender equality, especially in the workplace, can be unapologetically ambitious, share ideas, learn skills, and seek advice as they navigate their careers

Collegiate Entrepreneurs' Organization (CEO)- Bloomington, IN

September 2017 – December 2019

Chief Marketing Officer

- Marketed CEO's values and brand through multiple social media outlets including Facebook, Twitter, and LinkedIn
- Designed and purchased apparel and accessories to make available for sale to organization members; oversaw Director of Apparel to ensure responsibilities of other executive members are completed to satisfaction

SKILLS & INTERESTS

Women's Health Technology • Corporate Social Responsibility • Health/Fitness • Venture Capital • Breakfast Food • Meditation