

Erica Zehnder

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JOHNS HOPKINS UNIVERSITY

Bachelor of Arts in Economics

Minors: Financial Economics, Entrepreneurship & Management

Skills: Microsoft Office and Sharepoint, Google Apps, Java, Excel VBA Programming

Baltimore, MD

December 2014

GPA: 3.62

Marketing & Analytics Experience

JOHNS HOPKINS UNIVERSITY STUDENT ADMISSIONS ADVISORY BOARD

Online Media and Analytics Chair

- Manage all official social media platforms and publications for the university
- Analyze website traffic analytics for Hopkins Interactive and present updates
- Blog about the Hopkins undergraduate experience

Baltimore, MD

08/11-Present

LONDON DIVERSIFIED FUND MANAGEMENT, LLP

Financial Research Intern

- Present analytic reports of recent investment decisions and performance data
- Synthesize and leverage fund performance data to improve systematic model
- Research market trends to explain systematic fund changes in position

London, England

10/13-12/13

FRANKLIN TEMPLETON INVESTMENTS

Analyst Intern for Franklin Templeton Technologies Division

- Provide software development and technology consulting services to all business units
- Market collaborative applications to global office leadership
- Track and create analytic reports on social collaboration application usage
- Provide demonstrations for internal technology platforms

Rancho Cordova, CA

05/13-08/13

SANTA BARBARA WEB MARKETING AND DESIGN

Analytics and Strategy Intern

- Manage social media projects and client accounts for search engine optimization
- Analyze keyword data for online distributors looking to increase website traffic
- Interact with clients and discuss goals, progress, and long-term projections

Santa Barbara, CA

06/12-08/12

Communications Experience

JOHNS HOPKINS UNIVERSITY OFFICE OF ALUMNI RELATIONS

Alumni Student Ambassador

- Contribute to alumni event planning, organization and execution
- Provide tours and information sessions throughout alumni events

Baltimore, MD

03/13-Present

JOHNS HOPKINS UNIVERSITY OFFICE OF COMMUNICATIONS

Content Editor and Staff Writer

- Contributing author for news and feature articles
- Determine content strategy and edit material for The Hub website

Baltimore, MD

08/12- Present

JOHNS HOPKINS UNIVERSITY BLUE KEY SOCIETY

Campus Tour Guide and Panel Speaker

- Provide hour-long campus tours to prospective students and visiting families
- Answer questions on a student panel for approximately 2,000 visitors, quarterly

Baltimore, MD

08/12- Present