

# 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, Programming in Java, Excel VBA Programming

Baltimore, MD

December 2014

GPA: 3.62

## Marketing & Analytics Experience

### JOHNS HOPKINS UNIVERSITY STUDENT ADMISSIONS ADVISORY BOARD

Baltimore, MD

Online Media and Analytics Chair

08/11-Present

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

### LONDON DIVERSIFIED FUND MANAGEMENT, LLP

London, England

Financial Research Intern

10/13-12/13

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

### FRANKLIN TEMPLETON INVESTMENTS

Rancho Cordova, CA

Analyst Intern for Franklin Templeton Technologies Division

05/13-08/13

- Provide custom software development and technological consulting across all business units
- Manage a software development project with a budget of \$5,000
- Track and create analytic reports on social enterprise collaboration application usage
- Pitch to new departments and provide demonstrations for internal technology platforms

### SANTA BARBARA WEB MARKETING AND DESIGN

Santa Barbara, CA

Analytics and Strategy Intern

06/12-08/12

- Manage ongoing social media projects and client accounts related to 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

## Communications Experience

### JOHNS HOPKINS UNIVERSITY OFFICE OF ALUMNI RELATIONS

Baltimore, MD

Alumni Student Ambassador

03/13-Present

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

### JOHNS HOPKINS UNIVERSITY OFFICE OF COMMUNICATIONS

Baltimore, MD

Content Editor and Staff Writer

08/12- Present

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

### JOHNS HOPKINS UNIVERSITY BLUE KEY SOCIETY

Baltimore, MD

Campus Tour Guide and Panel Speaker

08/12- Present

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