

# Genesis Evbenaye

Boston, MA | [genesisevbenaye@gmail.com](mailto:genesisevbenaye@gmail.com) | (781) 469-4296 |

## EDUCATION

### Bucknell University | College of Engineering & Freeman College of Management

Lewisburg, PA

Bachelor of Science in Computer Engineering & Business Management

- **Relevant Coursework:** Signals and Systems, Business Strategy, Corporate Finance, Data Analysis, Macroeconomics, Strategic Management, Financial Accounting, Data Algorithms and Analysis, Probabilistic System, Marketing

## WORK EXPERIENCE

### Accenture | Technology Consulting Analyst Intern (Summer 2024)

Boston, MA

Advising clients on technology strategy, digital transformation, and data-driven solutions

- Built a financial analytics bot using Python and SQL, automating real-time business insights for clients,
- Conducted quantitative analysis to evaluate client performance metrics and identified areas for revenue improvement
- Presented data-driven recommendations to senior stakeholders; selected for final pitch competition

### MyHealth+ (Startup) | CEO & Product Strategist (2024 – present)

Remote

Developed branding strategies, optimized digital marketing, and drove audience engagement.

- Developing a health equity-focused AI app that delivers personalized, bias-free medical insights and resource mapping for underserved populations
- Led product development lifecycle, from ideation and UI prototyping to database architecture and ML model integration
- Managed the marketing and business strategy, and created budget and app software forecasting tools using Excel

### Emerson College | Marketing Lead & Business Strategy Lead (2022 – 2023)

Boston, MA

Developed branding strategies, optimized digital marketing, and drove audience engagement.

- Led financial planning, growth strategy, and digital engagement, increasing event attendance by 80%
- Designed audience analytics dashboards to optimize brand engagement and content strategy

## PROJECTS

### MyHealth | AI-Powered Healthcare Platform (Python, SQL, Machine Learning)

- Designed an AI-driven health assistant that provides personalized medical insights for underserved communities.

### Gen AI Bot | Intelligent Business Automation (Python, SQL, AI Integration)

**Impact:** Improved data-driven strategies for enterprises, reducing manual analysis time by 40%.

- Engineered a self-learning AI bot that automates business analytics and decision-making.
- Integrated SQL databases & external APIs to streamline data retrieval and predictive insights.

## TECHNICAL SKILLS

- **Financial Modeling:** Excel, PowerPoint, DCF, Comparable Company Analysis
- **Programming:** Python, SQL, MATLAB, Java, C/C++, UX Design,
- **Tools:** Bloomberg, Microsoft Office Suite, Canva, GitHub, Excel (VLOOKUP), Docker, Tableau, Salesforce, Oracle

## HONORS & AFFILIATIONS

- **Posse Foundation** | Full-Tuition Leadership Scholarship
- **Patti Grace Smith Scholar** | Aerospace Engineering
- **Accenture Pitch Competition Finalist** | Business Development (Top 5/60+)
- **Residential Advisor, Bucknell University** | Facilitated inclusive programming & wellness events for 40+ students