

Genesis Landestoy

(917) 349-3971 | glandest@u.rochester.edu

Education

University of Rochester

Bachelor of Arts in Economics, Minor in Business

Rochester, NY

Expected May 2018

- **Cumulative GPA 3.03 out of 4.00; Dean's List Fall 2016**
- Incoming Econometrics Teaching Assistant, UR College Feminists, UR Club Volleyball
- Researched effect of children in the household on a female's wage using a 12,600-observation and 600-variable data set. Developed econometrics model using STATA and performed regressions to determine the relationship between motherhood and the gender wage gap. Critiqued Ronald DeBeaumont's "Occupational Differences in the Wage Penalty for Obese Women" and found evidence of omitted variable bias in the study, weakening conclusion

University of Sydney

Study Abroad Program

Sydney, Australia

July 2017–Nov 2017

- As part of a group project, contributed to a written report in which the merger between LinkedIn and Microsoft was analyzed to determine the strategic rationale of the deal and determine whether it had been beneficial to the parties involved. A deal proposal was developed and pitched simulating the case study

New York City College of Technology

Completed coursework in finance prior to transfer

New York, NY

Jan 2014–May 2015

- **Cumulative GPA 3.87 out of 4.00; Dean's List All Eligible Semesters**

Experience

Catapult Business Accelerator

Marketing Data Analyst

Sydney, Australia

Aug 2017 – Oct 2017

- Assisted in Investor Relations and gained insight into potential investors' venture preferences with the purpose of facilitating funding for clients
- Assisted in the preparation of Investor Memorandums and One-Pagers for the review of prospective investors
- Compiled, verified accuracy, and sorted information to prepare source data for computer entry

Northwestern Mutual

Summer Marketing Management Associate

Rochester, NY

May 2016 – August 2016

- Leveraged Morningstar to make judgments on and execute portfolio allocations within a \$5 million book of brokerage business
- Analyzed socioeconomic data and risk averseness to determine optimal portfolio allocation
- Assisted in client advisory and developed strategies to market services to different demographics

Extracurricular Leadership Activities

University of Rochester

Meridian Society

Rochester, NY

February 2017 – Present

- Interact regularly with prospective students, parents and families via tours

Panhellenic Association, VP Finance

November 2016 – Present

- Receive all payments due to the Panhellenic Association, pay balances, and present weekly budget

Kappa Delta Sorority, Member

January 2016 – Present

Skills and Interests

- Quantitative, research and analytical skills with competencies to perform valuation via DCF and execute fundamental analysis
- STATA, Excel, Word, PowerPoint competencies
- US Citizen, Trilingual in Spanish, English and Italian
- Studied abroad in Italy for 10 months, interests in traveling, drawing, and an avid reader of historical fiction