

Ruthie Nachmany
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EDUCATION

PRINCETON UNIVERSITY, PRINCETON, NJ

June 2012

A.B. Department of Anthropology, Magna Cum Laude

Departmental GPA 3.85

Certificate in Environmental Studies; Certificate in Film/Video Production

Thesis: "Constructed Islands": A study of how emerging political players in the Maldives approach climate change

HUNTER COLLEGE HIGH SCHOOL, NEW YORK, NY

June 2008

2300 SAT Score (800 Reading, 800 Writing, 700 Math)

High School GPA 3.7

RESEARCH & STRATEGY EXPERIENCE

PUBLICIS KAPLAN THALER, NEW YORK, NY

Assistant Account Executive - HUMIRA Account Team

January - April 2013

Promoted to client-facing role that bridges client and internal teams to develop solutions for marketing challenges

- Participated in successful pitch for HUMIRA (world's top-selling drug in 2012)
- Analyzed competitive landscape and client marketing strategy
- Managed complex consumer relationship program for largest patient segment and two other segments
- Took initiative to present additional research and insights to improve internal team market knowledge

Research Analyst - Digital Strategy Team

June - December 2012

Guided internal and client teams to improve understanding of industry and digital trends across a range of brands

- Developed all-agency and client-specific recommendations on use of mobile, social, web and email
- Researched and presented in-depth analysis of competitive digital landscape to clients
- Consulted with strategy team for research in preparation of new business pitches
- Created monthly digital analytics for Procter & Gamble, Wendy's, and other major clients

CLIMATE CENTRAL, PRINCETON, NJ

Engagement Strategy Intern

May - July 2011

Partnered with new media organization to explore new platforms for user-generated climate content

- Conducted research and produced articles focused on how target audiences engage with content

INTERNATIONAL WATER MANAGEMENT INSTITUTE, ANAND, INDIA

Product Development Consulting Intern

June - August 2010

Provided management team with recommendations for improving product design across target markets

- Partnered with regional teams in India, Ghana, and Sri Lanka
- Designed questionnaire and led interviews with water sector leaders across India
- Produced reports aggregating data into actionable steps for product development
- Results presented at an international conference: 'Climate Change, Food and Water Security in South Asia'

TECHNICAL COURSEWORK

FLATIRON SCHOOL, NEW YORK, NY

June - August 2013

Full Stack Web Development Summer Intensive

Focus on Ruby, Rails, Javascript, jQuery, Git, SQL, Agile Test-Driven Development, and Object-Oriented Design

SKILLS

Analysis, Digital Strategy, Ethnography, New Business Development, Research, Video Production, Writing
Fluent in Hebrew; Proficient in Microsoft Office Suite, Google Analytics, Final Cut Pro, Social Listening

INTERESTS

Seek to strengthen community ties and leverage resources to help others by participating in two boards:

- **Princeton Association of NYC Board:** Represent young alumni in organizing social and charity events
- **Maloto Young Professionals Board:** Support Malawi-based nonprofit by pooling peer resources and skills

Other hobbies include documentary filmmaking, art exhibits and events, civic engagement, and traveling