

# TYRESE THOMAS

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## EDUCATION

**Columbia University, New York City**

**Aug 2018 - May 2022 (In Progress)**

GPA: 3.83 (Dean's List)

Relevant Courses: Marketing Management, Methods of Social Research, Accessible Interfaces, Statistics, Java, Corporate Finance, Organizing Innovation, Social Worlds, Technology & U.S. Politics

## EXPERIENCE

**Google, Associate Product Marketing Manager Intern**

**Jun 2021 - Aug 2021**

- Constructed and pitched positioning, & design for public transport accessibility feature to Maps and Brand Studio; 15% increase in sales
- Generated qual & quant research & insights reports on disability access and inclusion to inform GTM strategy and disability messaging; 230% projected increase in user adoption

**Goldman Sachs, Global Markets Summer Analyst**

**May 2020 - Aug 2020**

- Collaborated with Investment Research to develop model for client portfolio performance given certain market assumptions; 30% improvement in equities returns
- Developed a long-investment pitch for Shopify including a financial model, an analysis of its operational structure, and the trajectory of the e-commerce market for institutional client portfolios
- Organized pitch for security short selling and futures executions services

**BrandVerge, Business Development Intern**

**Jan 2018 - Jun 2019**

- Managed media and advertising clients on partnership platform; 73% uptick in partner engagement
- Created data decks on platform engagement, user uptake, and lead time
- Produced editorials on client acquisition strategy, 375% decrease in lead time

## PROJECTS

**MATTE Magazine, Founder/Editor-in-Chief**

**Sep 2016 - May 2018**

- Managed teams responsible for page layout, photography, design, and editing
- Deployed surveys and other research methods to increase the content appeal

## ORGANIZATIONS

**Columbia Black Pre-Professional Society**

**Aug 2019 - Present**

Vice Development and Marketing Officer

- Leads mentorship pairing, company info sessions, and site visits for the community
- Creates social media campaigns, increased engagement 40% across all platforms
- Foster community for Black students on campus, increased event attendance by 300%

**Columbia Organization of Rising Entrepreneurs**

**Sep 2018 - Present**

Operating Committee Leader & CORE Elevate Founder & Lead

- Generates external funding to partner with founders and startups on campus
- Created Black Innovation Fund, raised \$8k for Black-owned startups in West Harlem

## SKILLS

**Language:** Native English, Proficient Mandarin Chinese

**Technical:** Adobe (Photoshop, Premiere Pro), HTML, CSS, JS, Excel, Figma

**Design:** Photography, Sketching, Digital Design, Fashion, Accessible Design