

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 - Aug 2021

- Designed market strategy and product dev for Maps, Search, and Brand Studio
- Generated focus group research reports on disability access and inclusion
- Developed go-to-market strategy that increased disabled user adoption by 230%

Goldman Sachs, Global Markets Summer Analyst

May - Aug 2020

- Developed financial models to inform US, Asia, and LATAM equities investments
- Worked with prime brokers on the firm's security short selling and futures executions

BrandVerge, Business Development Intern

Jan 2018 - Jun 2019

- Managed media and advertising clients on partnership platform
- 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

Sept 2016 - May 2018

- Collaborated with other artists to create an online lifestyle and fashion publication
- Managed teams responsible for page layout, photography, design, and editing
- Sought feedback with surveys and social media to increase the content appeal

CLUBS

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 300%

Columbia Organization of Rising Entrepreneurs

Sep 2018 - Present

Operating Committee Leader

- 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 Creative Cloud (Photoshop, Premiere Pro), HTML, CSS, JS, Excel

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