

Jennifer (Jenny) Belson

jenny.belson@emory.edu • (301) 802-6525 • jenniferbelson.com

EDUCATION

Emory University, Goizueta Business School

Atlanta, GA

Bachelor of Business Administration, Information Systems & Operations Management and Health Innovation May 2022

Cumulative GPA: 3.96, Major GPA: 4.00

Dean's List Fall 2019, Phi Eta Sigma Honor Society 2018

Relevant Courses: Economics, Financial Accounting, Data & Decision Analytics, Process & Systems Management, Marketing, Computer Science, Predictive Health

WORK EXPERIENCE

CuraLife

(Remote)

Business Analyst

Jun. 2020 – Present

- Manage the enhancement of 16 division leaders' LinkedIn profiles to optimize partnership potential within the nutraceutical/pharmaceutical space
- Research news in the fields of diabetes and chronic disease management to create informative posts for company thought leaders
- Analyze the metrics and performance of posts to yield the material that fosters maximum engagement based on impressions, reactions, and CTRs

Early Charm Ventures, LLC

Baltimore, MD

Summer Analyst

Jun. 2019 – Aug. 2019

- Conducted research and competitive analysis across various industries including materials science and therapeutics
- Reached out to over 100 experts and potential customers to discuss and assess market potential of new products
- Analyzed and selected scientific innovation demonstrating start-up potential from university labs originating from John's Hopkins and University of Maryland and assisted in establishing partnerships with Early Charm

Food Cowboy

Bethesda, MD

Research & CRM Intern

Jun. 2018 – Aug. 2018

- Performed industry research on domestic network of food banks, pantries, gospel missions, and shelters
- Contacted over 50 regional food charities by phone to encourage joining Food Cowboy's redistribution network
- Onboarded and tracked progress of hundreds of new clients of the Food Cowboy network

LEADERSHIP & COMMUNITY INVOLVEMENT

Emory Helps Guatemala

Aug. 2019 – Present

VP and Head of Education Committee

- Lead design of a public health project tailored to educating and empowering underserved Guatemalan communities
- Managed the distribution of 1500 public health informational pamphlets to indigenous Guatemalan families
- Engage in panels of lecturers and representatives from Guatemala-based community development organizations

TAMID Emory

Jan. 2019 – Present

Director of Programming and Consultant

- Facilitate experiential and guest speaker events for the club's 57 members to increase awareness on startup culture
- Support market research business development initiatives for startups based in Israel's hi-tech innovative ecosystem
- Aided Israeli Social Impact NGO in developing partnerships with US organizations focused on preventing child abuse

Emory Food Chain

Sep. 2018 – Present

Food Recovery Volunteer

- Package excess food across campus dining venues and facilitate delivery to shelters in the Greater Atlanta area
- Contributed in the recovery of 4,000 lbs of food and provision of 5,000 meals to Atlanta communities in need

ADDITIONAL INFORMATION

Other Activities: Hillel (First Year Council, First-Year Mentor), Sigma Delta Tau, Piano performance

Skills: Hebrew (fluent), Spanish (conversational), French (basic), Java, Python, SQL, Microsoft Office, Adobe InDesign

Interests: Healthcare Innovation, Public Health, Data Science, Piano (classical and contemporary), Tennis, Travel