

# Jennifer (Jenny) Belson

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## EDUCATION

### Emory University, Goizueta Business School

Atlanta, GA

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

Cumulative GPA: 3.95, Major GPA: 4.00

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

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

## WORK EXPERIENCE

### CuraLife

(Remote)

*Business Analyst*

Jun. 2020 – Aug. 2020

- Supported business development efforts within the US market through designing customer acquisition emails; generated nearly 20 partnership opportunities with healthcare professionals leading to a closed deal with a large practitioner association
- Developed and enhanced the business profiles of 10 division leaders on LinkedIn to optimize partnership potential within the nutraceutical/pharmaceutical space
- Conducted research into chronic disease management to curate content for thought leaders to drive engagement
- Boosted the company profile mean CTR and engagement rate by 19% and 50%, respectively, and nearly doubled average number of daily new followers

### 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 Johns 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 the domestic network of food banks, pantries, gospel missions, and shelters
- Contacted over 50 food charities to promote Food Cowboy's redistribution network and tracked onboarded clients

## LEADERSHIP & COMMUNITY INVOLVEMENT

### Emory Helps Guatemala

Aug. 2019 – Present

*VP and Head of Education*

- Lead the design of a health promotion project to educate and empower underserved Guatemalan communities
- Managed the distribution of 1500 public health informational pamphlets to indigenous Guatemalan families

### TAMID Emory

Jan. 2019 – Present

*Director of Programming and Consultant*

- Facilitated 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 – Mar. 2020

*Food Recovery Volunteer*

- Packaged excess food across campus dining venues and facilitated 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, R, SQL, Data Science Microsoft Office

**Interests:** Healthcare Innovation, Machine Learning, Piano (classical and contemporary), Tennis, Travel