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, Spring 2020 | Phi Eta Sigma Honor Society 2018
Relevant Courses: Data & Decision Analytics, Economics, Computer Science, Predictive Health, Global Health

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 click-through and engagement rates by 19% and 50%, respectively, and nearly doubled average number of daily new followers

Early Charm Ventures, LLC   **Baltimore, MD**
Summer Analyst   Jul. 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 rural 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 to 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), Python, Java, R, SQL, Data Science, Microsoft Office
Interests: Healthcare Innovation, Machine Learning, Piano (classical and contemporary), Tennis, Travel