

Marti Figueres

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EDUCATION

Lehigh University, Bethlehem, Pennsylvania

Graduation: December 2025

Integrated Business and Engineering (IBE) Honors Program

GPA: 3.28

Major: B.S. Chemical Engineering and B.S. in IBE Finance

Minor: Economics

Honors: Dean's Scholarship, Dean's List (Spring 2022, Fall 2025)

Related Coursework: Calculus, Statistics, Accounting, Economics, Thermodynamics, Data Analytics, Advanced Investments

PROJECT EXPERIENCE

Lazy Prices Project | Advanced Investments

January 2025 – May 2025

- Examined how language changes in 10-K filings predict S&P 500 stock returns, using parallel pandas and data from 1993-2024
- Built an end-to-end NLP pipeline leveraging LM dictionaries to extract word counts and compute year-over-year cosine similarity
- Ranked firms into quintiles based on filing similarity; developed and visualized a long-short trading strategy

Senior Chemical Engineering Lab

January 2025 – May 2025

- Ran and documented a series of successful experiments to extract leutine from algae to be used for pharmaceutical purposes
- Cultivated *C. vulgaris* using methods described in the procedure, while varying its light cycle to increase biomass production

Semiconductor Ozone Solutions | IBE Senior Capstone

January 2024 – December 2024

- Worked with a team to develop SOPs for a startup, reducing operational risks via PFMEA and cost-reduction analyses
- Developed a novel ozone purification process using ionic exchange, projected to increase revenue per generator by 30%
- Innovated a cleaning protocol (citric acid/water mixture) to extend generator cell lifespan

WORK EXPERIENCE

Product Innovation Intern - Retail Lending

May 2025 – Present

PNC; Pittsburgh, Pennsylvania

- Building a cost-revenue forecast model for an AI financial education tool targeting students; analyzing breakeven scenarios in Excel
- Evaluating budget usage across gift cards, email-driven redemption lift, and high/low-performing brands to optimize promotional spend
- Analyzing KPIs on reward usage to identify industry trends, enabling targeted campaigns to improve engagement
- Developing targeted acquisition and retention strategies for the mass-affluent customer base

Teacher's Assistant

January 2025 – Present

Lehigh University; Starpoint - IBE Senior Capstone

- Mentoring 6 engineering students in client acquisition and supply-chain strategy for a startup selling electrical probes

Manufacturing Engineering Intern

June 2024 – August 2024

Regenity Biosciences; Allendale, New Jersey

- Performed clean room equipment validations, ensuring safety and reliability in compliance with FDA/ISO product standards
- Gathered and analyzed hundreds of data inputs from various operations to perform cost-reduction analyses
- Conducted the PFMEA on a new product process with estimated sales of over \$200,000 in the first month

LEADERSHIP

Treasurer | Cheese Club, Lehigh University

January 2022 – January 2025

- Managed a \$10K+ budget, increasing funding by 55% via Excel-driven optimization, fundraising, and grant proposals

CAMPUS and COMMUNITY INVOLVEMENT

Lehigh University | Mentor

August 2023 – December 2024

- Helped a mentee boost their GPA from 2.3 to 3.7 and assisted them with their interview prep, leading to an internship offer

Boys and Girls Club | Volunteer

October 2022 – Present

- Serve at after-school programs for various institutions, teaching and taking care of children

TECHNICAL SKILLS and LANGUAGE PROFICIENCY

Programming: Python, R, JavaScript, MATLAB, Mathematica

Software: Word, Docs, Excel, Sheets, PowerPoint, SolidWorks, SimaPro, Aspen Plus

Certifications: Six Sigma Yellow-Belt

Language proficiency: English and Spanish fluency