Marti Figueres

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EDUCATION

Lehigh University – Integrated Business and Engineering Honors Program   **Bethlehem, PA**
Bachelor of Science; IBE Finance & Chemical Engineering, Minor in Economics   *Dec 2025*
- Cumulative GPA: 3.3/4.0 | ACT: 35/36
- Dean's Merit Scholarship (Half-Tuition, All Semesters); Dean's List
- Coursework: Financial Analysis, Advanced Investments, Accounting, Data Analytics, Macroeconomic Policy, Statistics

WORK EXPERIENCE

PNC Financial Services Group, Inc. *(Received Return Offer)*   **Pittsburgh, PA**
Product Innovation Intern – Retail Lending   *May 2025 - Aug 2025*
- Built a 5-year cost-revenue forecast for an AI financial education tool targeting students; modeled $1.2MM initial investment and determined breakeven at Year 5 under conservative adoption assumptions, leading team to select it for final proposal
- Audited requirements and led vendor meetings during transition of PNC's $250MM+ rewards platform, presenting migration plan to senior management and ensuring operational continuity
- Managed a record-setting digital gift card promotion, achieving a 57% increase in redemptions and 42% higher ROI vs. prior campaigns by reallocating spend toward top-performing channels
- Analyzed reward usage and portfolio engagement data for retail lending clients, identifying spending trends that informed targeted marketing strategies for PNC points and Cash Unlimited credit cards and personal loan customers

Regenity Biosciences *(Received Return Offer)*   **Allendale, NJ**
Manufacturing Engineering Intern   *June 2024 – Aug 2024*
- Tested and validated 12 manufacturing systems for FDA compliance, ensuring precision and quality for Class III medical devices
- Analyzed production workflows through time studies; implemented tablet-based tracking to streamline operations and cut wasted time, boosting production output by ~7% YoY and saving an estimated $50K annually in labor and downtime costs
- Conducted the Process Failure Mode Effects Analysis (PFMEA) for new "RejuvaKnee" implant line (projected $200K+ first-month sales), mitigating key process risks and optimizing yield

PROJECT EXPERIENCE

Lazy Prices Project - *NLP-Based Study Linking 10-K Filings to Stock Performance*   **Bethlehem, PA**
Fin 377 – Advanced Investment Data Science   *Jan 2025 – May 2025*
- Analyzed over 10,000 S&P 500 10-K filings (1993–2024) to examine how textual changes predict stock returns
- Built a Python NLP pipeline using Loughran–McDonald dictionaries to compute cosine similarities and sentiment differentials
- Ranked firms into quintiles based on filing similarity; developed a long-short trading strategy that generated +12.1% annualized alpha, revealing persistent market underreaction to textual information in 10-K filings

Semiconductor Ozone Solutions – *Startup Process Optimization & Product Development*   **Allentown, PA**
IBE Senior Capstone   *Jan 2024 - Dec 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%
- Implemented a citric acid–based cleaning method that doubled generator cell lifespan, extending asset life and improving unit-level ROI by an estimated 20–25%

LEADERSHIP

Integrated Business and Engineering Honors Program   **Bethlehem, PA**
Student Mentor   *Jan 2025 – Present*
- Guiding 6 students in commercializing an electrical probe via market validation, pilot testing, and go-to-market planning
- Facilitating weekly strategy sessions and connecting teams with alumni mentors to refine technical and business deliverables

Lehigh University Investment Banking Club   **Bethlehem, PA**
Chair – Campus Outreach Committee   *Aug 2025 – Present*
- Leading 55-member organization to expand access to finance career resources and mentorship for underclassmen
- Coordinated 2 networking events and alumni panels (100+ attendees), broadening recruiting reach

Lehigh University Cheese Club   **Bethlehem, PA**
Treasurer   *Jan 2022 – Jan 2025*
- Managed a $10K+ annual budget, increasing funding by 55% through grants and fundraising initiatives
- Built bottoms-up Excel models to forecast costs and revenue for events in collaboration with leadership
- Negotiated supplier discounts averaging 15–20% savings per event, reducing overall expenses by $2,500 - $2,900 annually

ADDITIONAL INFORMATION

Skills: Fluent in Spanish, Advanced Excel, PowerPoint; Intermediate Python, R, MATLAB, Mathematica
Modeling: Completed Wall Street Oasis self-study course covering valuation, M&A, and LBO modeling
Interests: Trivia, Traveling (Europe), NAUI-certified scuba diver, Science reading, Boys and Girls Club Volunteer