

Vlad Cazacu

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Education

University of Rochester

Bachelor of Science in Business – Entrepreneurship & Accounting Tracks

Bachelor of Arts in Psychology

- Cumulative GPA: **3.68 out of 4.00**; Honor Societies: Order of Omega;
- Joseph C. Wilson “Change” Scholar, Continuing Student Scholar all eligible years, Dean’s List all eligible semesters;

Rochester, NY, USA

Anticipated May 2020

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Consulting and Analytical Experience

University of Rochester – iZone

Design Thinking Fellow

- Consult entrepreneurial peers on idea generation, market testing, product or service design and GTM strategy;
- Worked with over 20 different clients to transform their ideas into practical projects and businesses;
- Host and run bi-monthly workshops centered around design thinking, project management, customer discovery and team formation;
- Design and lead the education program for new consultants joining the team.

Rochester, NY, USA

July 2018 – Present

BarterOut

Co-Founder & CEO

- BarterOut is a pre-seed, student-run, SaaS tech startup that aims to make college more affordable by developing an intelligent peer-to-peer marketplace, empowering universities to develop textbook exchange programs using it;
- Run design sprints, customer interviews, UI/UX tests and oversee the product development cycle from idea to post-launch.

Rochester, NY, USA

January 2018 – Present

Deloitte Romania

Management Consulting Intern – Strategy & Operations

- Collected, sorted, and analyzed data in Excel using advanced functions for multiple strategy and operations projects;
- Developed KPI frameworks for small and medium-sized companies in order to monitor their performance;
- Forecasted data, created visualizations and drafted reports for client meeting presentations.

Bucharest, Romania

June 2017 – July 2017

Other Relevant Work Experience

University of Rochester – Office for Residential Life & Housing Services

Resident Advisor/Community Assistant

- Address students' personal, social and academic concerns, mediate conflicts and deal with conduct violations;
- Participate in a rotating on-call duty for the residential area as an emergency resource.

Rochester, NY, USA

June 2017 – Present

Starbucks

Student Supervisor

- Supervise the closing shifts of the store, assign tasks to baristas and barista trainers and manage the end-of-day cash reports;
- Provided initial training to new employees on the essential skills and knowledge required for the barista role.

Rochester, NY, USA

October 2017 – May 2018

Barista Trainer

April 2017 – October 2017

Barista

September 2016 – April 2017

“Florian Pittis” National Teen Art Festival

Brand and Human Resources Manager

- Supervised the PR, HR, Media, Artistic, Volunteering and Technical Services Offices;
- Developed a new marketing strategy, reorganized the HR structure, negotiated media partnerships and rebranded the festival.

Bucharest, Romania

December 2015 – July 2016

Technical Services Coordinator

December 2013 – December 2015

Extracurricular Leadership Activities and Affiliations

University of Rochester

Student Alumni Ambassador

- Assist with on-campus, local and regional alumni events, conduct campus tours for alumni prospects and donors;

Rochester, NY, USA

March 2018 – Present

Vice President of Risk Management – Beta Theta Pi Fraternity Rochester Colony

January 2018- Present

- Develop and implement the chapter's safety and risk management plan while conducting safety education for brothers and pledges;

Business Manager – 2020 Class Council

September 2016 – Present

- Centralize accounting transactions, manage an \$11,000 budget, forecast expenditures and provide statistics about our financial performance;

Executive Director – Freshman Quad Area Council

September 2016 – May 2017

- Presided over the meetings, ensured the constant progress of the council while managing a 14-person organization with a \$12,000 budget.

Publications

Author of “Streamlining Innovation”

New Degree Press

Washington, DC, USA

publishing March 2019

Other Skills and Interests

- Native or Full Proficiency in Romanian and English
- Technical Skills: Excel, Access, PowerPoint, Word; Adobe Illustrator, Adobe XD
- Interests: Skiing, postmodern poetry, startup studios, UI&UX, product innovation, design thinking