

MOLLY HELLER

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EDUCATION	UNIVERSITY OF MICHIGAN School of Information Bachelor of Science in Information; Ross School of Business, Business Minor; Entrepreneurship Minor, May 2020 <ul style="list-style-type: none">• GPA 3.9/4.0• Concentration in User Experience Design; Additional coursework in Economics• Sigma Delta Tau- Member• Michigan FinTech Club and Society for Human Resources - Member	Ann Arbor, MI
EXPERIENCE	ESTEE LAUDER COMPANIES, INC. Incoming Presidential Associate, Online Track, 2020-Present	New York, NY
2019-Present		
Summer	Presidential Associate Intern, La Mer North America E-commerce, 2019 <ul style="list-style-type: none">• Analyzed each of La Mer's top online retailer accounts to highlight key drivers of business and sales activations in FY19 by examining four major areas of the Retailer.com business:• Online promotional events; Key onsite merchandising and UX features; Sitewide benefits (free shipping threshold, loyalty programs, etc.); "Gift with Purchase" investments across accounts• Created recommendations for La Mer's FY20 Retailer.com Plan based off FY19 insights• Selected for the Presidential Associate Internship Program, focused on talent based learning through professional development training sessions	
2018	FAIRFLY	Tel Aviv, Israel
Summer	Business Development Intern <ul style="list-style-type: none">• Designed and coordinated the company's largest marketing campaign at the Global Business Travel Association for more than 13,000 business travel buyers• Conducted a press release leading up to the Global Business Travel Association focusing on the company's new data platform• Researched and analyzed different travel technology companies for a report on business travel• Worked closely with the User Experience designer to create digital advertisements	
2017-2018	ISRAEL SUMMER BUSINESS ACADEMY	Tel Aviv, Israel
Summer	Resident Assistant, 2018 <ul style="list-style-type: none">• Planned diverse activities for 45 students living in Tel Aviv for the first time	
Summer	Student, 2017 <ul style="list-style-type: none">• Participated in a six week, six-credit program focused on Israeli innovation and entrepreneurship• Immersed in Israeli eco- system through academic and co-curricular activities• Engaged in coursework on venture creation, which resulted in taking a concept from Ideation to Minimal Viable Product• Visited the offices and attended presentations made by executives from Our Crowd, Jerusalem Venture Partners, Microsoft, PayPal and Google, and other startups	
2018-Present	ISRAEL SUMMIT AT MICHIGAN	Ann Arbor, NY
Volunteer	Director <ul style="list-style-type: none">• Bringing the University of Michigan a guest speaker conference focusing on technological innovations to showcase the positive role Israel plays in the world	
2017-Present	GO BLUE WEAR PINK AT THE UNIVERSITY OF MICHIGAN	Ann Arbor, MI
Volunteer	Volunteer <ul style="list-style-type: none">• Raise money and awareness for breast cancer research at the University of Michigan Comprehensive Cancer Center	
2015-2016	BEIT HAYELED	Jerusalem, Israel
Volunteer	Volunteer <ul style="list-style-type: none">• Worked with children from varied backgrounds and difficult family situations	
ADDITIONAL	<ul style="list-style-type: none">• Proficient in HTML, Python, CSS, Microsoft Excel, and PowerPoint• Other interests include traveling, social media networking, disruptive economics and exercising	