

# LUCY HAKOBYAN

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## EDUCATION

**University of California, Berkeley, Haas School of Business** **May 2017**

**Master of Business Administration**

- LAUNCH UC Accelerator Partnerships and Judging Lead
- Nventi Startup – IP Strategy Consultant
- InSite Fellow: Nosocom Solutions Startup – Strategy and Business Development Consultant
- Haas Healthcare Conference Startup Team Lead, >PLAY Technology Conference Startup Chair
- Halloum Business Negotiation Competition Winner, Berkeley Entrepreneurship Association VP
- Forté Fellow, the Consortium Fellow with a full tuition scholarship

**University of California, Los Angeles**

**Sept 2011**

**Bachelor of Arts, Business Economics | Minors: Accounting and Global Studies**

- Vice President of Beta Alpha Psi, Finance Honors Organization
- UCLA Honors Full Scholarship, Deans Honors, College and Departmental Honors, Golden Key International Honors

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## EXPERIENCE

**PricewaterhouseCoopers, Los Angeles, CA**

**2011-2015**

**Senior Associate, Risk Management Consulting (2014-2015)**

- Led engagement management (strategy, budgets, deliverables), built client relationships, created proposals and captured a high-margin consulting opportunities in over \$1M profit
- Simultaneously managed 4 local and 3 international teams of 3-7
- Designed and implemented a business process for the high profile move to electronic voting platform for number one high-visibility client at the firm - AMPAS
- Worked with cross functional units of the firm and created a Practice Expertise Analysis that strategically managed the allocation of resources resulting in 20% budget savings and profit margin increase
- PwC Project Belize: Led a team of 25 professionals teaching financial literacy to children and educators in Belize
- Elected as Client Service Corporate Responsibility Leader: designed and implemented programs for 4 local institutions in the Southern California market

**Associate, Risk Management Consulting (2011-2014)**

- Performed analyses for high risk areas such as Investments, Intercompany Transactions and Revenue for publicly traded entities with total assets > \$54bln, developed and communicated recommendations to C-suite for M&A transactions
- Spearheaded new hire orientations and trainings, coached, mentored and conducted performance evaluations for 10 team members
- Set a Guinness World Record with a team of Partners and staff for largest financial literacy lesson

**United Auto Transport, Glendale, CA**

**2008-2011**

**International Transport Manager**

- Established International Shipping Department; developed contracts and discount pricing with 6 major ship lines and freight forwarders, increasing our market share by 15 %
- Developed short and long term strategic plans for 5 major recurring clients with \$866mil revenue

**TMP Worldwide Advertising Agency, Glendale, CA**

**2007-2008**

**Media Coordinator**

- Informed and advised the Account staff of 1500+ people on emerging opportunities, took lead in updating the company's system with media contacts, rates, deadlines, and upcoming specials, increasing the productivity of the staff by 35 %
- Performed media research for both online and offline media, acted as the main point of contact for the media relations group

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## OTHER LEADERSHIP

**SmG Music Group– Manager**

**2014- Present**

**Big Brothers Big Sisters – Board Fellow**

**2013-2015**

**Riordan Leadership Institute (nonprofit governance education) - Class 45**

**2013-2014**

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## ADDITIONAL

- Fluent in Russian, Armenian, Bulgarian
- Certified Public Accountant (CPA), CalCPA Member, AICPA Member
- Completed 8 year music school (piano and vocal); Gymnastics Champion, Travel enthusiast, Coffee and Chocolate lover