

<b>Education</b>	<b>University of California, Berkeley, Haas School of Business</b> Master of Business Administration, May 2016 <ul style="list-style-type: none"><li>Emphasis on Technology, Innovation and Entrepreneurship</li></ul>	Berkeley, CA
	<b>Queen's University Belfast</b> Integrated BS & MS in Applied Mathematics, June 2008 <ul style="list-style-type: none"><li>Top 10% of Undergraduate class, invited to Master's degree program</li><li>Awarded Scholarship to attend University of California, Berkeley, July 2006–June 2007</li></ul>	Belfast, Ireland
<b>Experience</b>	<b>2015 Google</b> <i>Organizing the world's information and make it universally accessible and useful</i>	Mountain View, CA
	<b>MBA Intern – SMB Channel Sales (2015)</b> <ul style="list-style-type: none"><li>Helping Google Channel Sales partners to offer better service to SMB's</li></ul>	
	<b>2015 Falabella</b> <i>Chilean multinational conglomerate, one of the leading retailers in Latin America</i>	Santiago, Chile
	<b>Digital Payments Consultant (2015)</b> <ul style="list-style-type: none"><li>Performed market analysis to build a product roadmap for Falabella's Digital Wallet.</li></ul>	
	<b>2014–2015 Runway Incubator</b> <i>On a mission to build the best community of entrepreneurs in San Francisco</i>	San Francisco, CA
	<b>Innovation Strategy Intern (2014–2015)</b> <ul style="list-style-type: none"><li>Identified, profiled and screened emerging technology startups based on corporate partners' specific scouting parameters and innovation objectives</li></ul>	
	<b>2012–2014 PADDYPOWER</b> <i>World leading online sports betting platform, publicly listed in UK and Ireland (\$PAP)</i>	Dublin, Ireland
	<b>Product Marketing Manager (2013-2014)</b> <ul style="list-style-type: none"><li>Managed \$50M annual digital marketing budget for Paddy Power's flagship product</li><li>Acquired ~600K new customers delivering \$75M in incremental revenue, emphasis on key soccer and horse racing events, including world cup 2014 period</li><li>Led 12 person team executing sophisticated digital marketing strategy across Paid Search, SEO, Social Media, Display and Affiliates channels</li></ul>	
	<b>Paid Search Manager (2012–2013)</b> <ul style="list-style-type: none"><li>Managed \$10M annual paid search budget allocated for efficient customer acquisition across five product lines</li><li>Acquired ~27K new customers and delivered \$15M in incremental revenue</li><li>Instituted culture focused on team development; three team members promoted due to strong performance and progression</li></ul>	
	<b>2008–2012 Tesco</b> <i>British multinational grocery and general merchandise retailer, third largest in the world by revenue</i>	London, UK
<b>Additional</b>	<b>Supply Chain Operations Manager (2011-2012)</b> <ul style="list-style-type: none"><li>Led a team of two to execute existing processes and deliver a variety of projects to improve supply chain systems</li><li>Introduced tools such as SQL and Advanced Excel to improve analytical rigor of operational processes</li></ul>	
	<b>Lead Analyst, Supply Chain Internal Consulting Team (2008–2011)</b> <ul style="list-style-type: none"><li>Led highly analytical projects focused on improving waste processes and demand forecasting which delivered over \$80M in cumulative annual savings and 0.2% increase in customer satisfaction</li></ul>	
	<ul style="list-style-type: none"><li>Won the NCAA Rugby Championship as a member of the 2007 University of California Berkeley team</li><li>Led organization of charity online marketing conference, attracting up to 75 delegates annually (2012-2014)</li><li>Music-lover and the founder of the blog <i>365daysinmusic.com</i>; featured in Guardian</li></ul>	
<b>Skills</b>	<ul style="list-style-type: none"><li>SQL, Excel Modeling, Basic VBA, Google AdWords, Google Analytics</li></ul>	