

NATHANIEL A. SENA

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EDUCATION

University of Pennsylvania, The Wharton School

Class of 2016

- Candidate for a Bachelor of Science in Economics with a concentration in Entrepreneurship and Innovation
- Coursework includes: CAD, finance, accounting, product design, coding in Java and C, creativity, and negotiations

WORK EXPERIENCE

Coin Cloud

Intern

Las Vegas, NV

5/2015 - Present

- Increase hosting location count for bitcoin ATMs by 400% with a focus on California and New York Markets
- Negotiated Contracts to reduce hosting costs, including rent payments, and structural reimbursement for installation

Music Munchies

CoFounder

Philadelphia, PA

12/2014 - Present

- Creator of a Soundcloud client which allows artists to promote their merchandise and performances along with their music and social network accounts
- Pitched Idea to VC's in Penn's own PennVention competition

Swellbox

Campus Ambassador/Product Consultant

Philadelphia, PA

1/2015 - Present

- Organized focus groups for feedback on UI/UX testing of both mobile and web versions of the product and relayed information to developer
- Created incentivization structure and outreach method leading to over 100 signups and university administration attention
- Connected founder to student government leaders to petition for the release of more medical records from the student health department

Havas Edge

Account Executive Assistant Intern

Carlsbad, CA

6/2014 - 8/2014

- Researched and reported on developing media trends across multiple platforms analyzing device usage and the effectiveness of various types of accompanying advertisements for many industries across all demographics
- Worked across all divisions between purchasing the commercial spots and analyzing individual campaign performances
- Proposed multiple strategies for Havas' proprietary program VantEdge Point to boost efficiency including innovative ways to prevent unoptimal bid prices and project clearing rates when bidding on commercial spots

Selfie Straws

CoFounder

Philadelphia, PA

1/2014 - 3/2014

- Creator and cofounder of a custom straw company featured on ID8Nation.com
- Generated \$1900 in revenue within 1 month of conception to beat the profit record for the class' history by over 50%

LEADERSHIP EXPERIENCE

Penn Microfinance

8/2013 – 5/2015

- Researched local Bangladeshi ADC's and compared financial statements as well as commercial data to submit a final business proposal to Proshika concerning our plans for development next year
- Designed financial literacy course for youth within BRAC's youth initiative program in Bangladesh

Wharton Undergraduate Entrepreneurship Club

8/2013 – 5/2015

- Responsible for attracting the world's most prominent entrepreneurs to Wharton for speaking events
- Planned and led club culture event meetings including dinners and other social gatherings

Wharton Supply Chain Organization

8/2013 - 9/2014

- Responsible for coordinating educational events and workshops with companies within the tech industry
- Assisted the operation of our 2014 HealthCare Supply Chain Conference which included guests from Johnson & Johnson, FedEx, GlaxoSmithKline, the Children's Hospital of Philadelphia, and the Hospital of the University of Pennsylvania

Pi Kappa Phi Fraternity

Upsilon Class

1/2013 - Present

- Led our past two philanthropy events as one of the event coordinators both attended by more than 500 people off campus
- Participated in multiple PanHellenic events raising money for numerous organizations

Projects

Vino Vortex – Created a contactless wine aerator that would aerate wine inside a decanter through a blending method, winning 2nd place at Wharton's design fair
Lifetime Brands Cutting Board – Designed a cutting board and multiple extension products that integrated the Ipad into the kitchen. Designs featured a dishwasher safe Ipad case that interlocked with the base for multiple viewing angles. Extensions included utensil styluses, Ipad bracket stickers, and more.