NATHANIEL A. SENA

4040 Walnut St Philadelphia, Pa 19104 ◆ (760) 855 - 9652 ◆ nate.sena1@gmail.com

EDUCATION

University of Pennsylvania, The Wharton School   Class of 2016

- 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   Las Vegas, NV
Intern   5/2015 – 8/2015

- Increased hosting contract count for bitcoin ATMs by 400% focusing on New York and California markets
- Selected potential targets, cold called potential clients, negotiated customized client contracts

Swellbox   Philadelphia, PA
Campus Ambassador/Product Consultant   1/2015 – 5/2016

- Organized focus groups for feedback on UI/UX testing of both mobile and web versions of the product and relayed information to developer
- Coordinated an incentive-based outreach campaign leading to over 100 signups and university administration attention
- Petitioned student government leaders into developing a program to improve students' access to their own health records

Havas Edge   Carlsbad, CA
Account Executive Assistant Intern   6/2014 - 8/2014

- Researched and reported on developing media trends across electronic platforms, analyzing device usage and the effectiveness of various formats of advertisements across industries and demographics
- Presented on an accounting bottleneck and communicated with the engineering department about a potential solution
- Proposed multiple strategies for improving Havas' proprietary program, VantEdge Point, to boost efficiency including innovative ways to prevent less than optimal bid prices and project clearing rates when bidding on commercial spots

Selfie Straws   Philadelphia, PA
CoFounder   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(MFC) 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
- Successfully sold tickets to an event I co-organized featuring 3 performing acts and programmatic visuals, a first for our fraternity

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.
Soundcloud Client – organized a team which worked on developing a ticket and merchandise based subscription service to align the incentives of listeners and producers, integrating a referral based ticketing company's and Etsy's API.