

*work experience* **TRENVY** New York, NY (August 2011 – June 2012)

**Founder & CEO (Raised: \$30K, Employees: 3)**

- Founded Trenvy to bring fashion and brand discovery to the social graph, while providing brands with real-time analytics on the complex wardrobes of their customers
- Led company vision, fundraising, product management and design, team recruitment, marketing, business development and partnerships
- Designed Photoshop mock-ups, wireframes and back-end databases to optimize UX
- Developed a functional alpha prototype and reached social media following of 2,500 fans

**PATCH** New York, NY (February 2011 – June 2011)

**Financial Analyst**

- Managed freelancer and marketing budgets of 950 local editors
- Built an interactive budget model allowing 82 Regional Editors to view, manage and track unique budgets for each of their local markets
- Performed a multi-scenario restructuring analysis for CEO to cut freelancer costs
- Collaborated with Analytics team to tier local markets based on revenue potential

**BMO CAPITAL MARKETS** New York, NY (July 2008 – July 2010)

**Investment Banking Analyst – Financial Institutions & Healthcare**

- Created pitch books and marketing documents for a range of M&A and equity deals
- Served as lead analyst on eight equity capital raises
- Collaborated directly with C-level management on deals to understand company strategy, perform due diligence, review various deal structures and illustrate research findings
- Performed valuation, merger analysis and extensive due diligence on a variety of companies, including financial institutions and pharmaceutical companies

**MERRILL LYNCH** New York, NY (May 2007 – July 2007)

**Finance & Regulatory Policy Intern**

- Performed extensive research on financial regulators, identifying areas of imminent concern; Regulatory Policy group subsequently refocused resources to address these issues

*education* **UNIVERSITY OF PENNSYLVANIA** Philadelphia, PA (September 2004 – May 2008)

**The Wharton School of Business**

BS in Economics, Concentration in Finance

**UNIVERSITÀ BOCCONI** Milan, Italy (September 2006 – December 2006)

Completed four business courses taught in Italian as exchange student

*technical skills* **PROFICIENT IN:**

HTML5

Excel

Bloomberg

CSS3

Powerpoint

SNL Financial

Photoshop

Word

Factset

**FAMILIAR WITH:**

Visual Basic

Illustrator

Javascript

*interests*

Digital design

Entrepreneurship

Social e-commerce

Fashion design