

NISHA BATRA

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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

FAMILIAR WITH:
Visual Basic

CSS3

Powerpoint

SNL Financial

Illustrator

Photoshop

Word

Factset

Javascript

interests Digital design Entrepreneurship Social e-commerce Fashion design