

CARLIE OSTROM

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education

UNIVERSITY OF PENNSYLVANIA 2019
-The Wharton School: Bachelor of Science in Economics, Finance Philadelphia PA

-Coursework: Adv. Corporate Finance, Investment Management, Shareholder Activism, Venture Implementation, Statistics, Product Design
-Activities: Bell Technology & Entrepreneurship Society, Hype Dance Crew, The Collective Creative Society

HORIZONS SCHOOL OF TECH Summer 2017
-Full stack web dev bootcamp San Francisco CA
-Presented in Horizons Showcase as a finalist with fintech app

BAY PORT HIGH SCHOOL 2015
-4.4 weighted GPA Green Bay WI
-33 ACT score
-Activities: competitive dance, cattle showing, DECA

skills and characteristics

TECHNICAL	INTERESTS
SQL	Product strategy
Financial modeling in Excel	Neuroscience
JavaScript	Urban dance
React	Agriculture
HTML5	
CSS3	TRAITS
	Kind
DESIGN	Curious
Adobe Creative Suite	Gritty
Sketch	Growth-minded
Figma	Critical thinker

LANGUAGE

Spanish (no hay problema)

experience

PIANO, Business Analyst, Product Spring 2020-
Philadelphia PA
-Specialized in analytics & data visualization across the platform as product owner & reporting domain expert
-Launched a report on suspicion of password sharing by clients' end-users, including a benchmark so that clients can compare their audience's password sharing to that of their peers.
-Collaborated with data analysts to ensure data consistency across the platform's reports.
-Overhauled calculation logic of retention and conversion metrics.
-Enhanced Bayesian A/B testing tool based on client requests and testing best practices.
-Collaborated with Business Analytics Manager to foster a culture of data curiosity and developed tools to surface internal business analytics.

MILK SOURCE, Financial Analyst Winter 2020
Green Bay WI
-Performed market analysis for goat cheese industry.
-Assessed business growth opportunities such as:
1. Milking to non-milking cattle ratio to optimize cattle comfort, barn space, & milk output.
2. Location of processing plant and its impact on customers' shipping costs.
3. Acquisition targets and competitor analysis.

BLACKROCK, Investment Tools Technology Analyst Summer 2018
New York NY
-Created Angular web app that automated monthly performance reporting of 50+ analysts
-Provided client service support on Aladdin's investment tools products.
-Finalist in company-wide Portfolio Innovation challenge with a team of 10. We proposed an Environmental, Social, and Governance-tilted fund for women.

SHLEEP, Product Management Intern Spring 2018
Amsterdam NL
-Managed team of 8 to overhaul tech stack, branding, and sales prospect conversion funneling capabilities of company website.
-Planned automated data collection pipeline using MySQL, Zapier, and TypeForm.

ventures and projects

OG MERCHANTS, Co-founder 2016-2017
Chicago, IL
-Founded a "cash and carry" company that buys and sells commodities in futures market arbitrage situations.
-Maintained hedge accounts of \$55,000 with 32% ROI annually.

THE LOCUST EXPERIMENT, Co-founder Spring 2017
Philadelphia PA
-Curated a design publication that showcased 26 artists and designers; 2017 Penn Year of Media Grant Winner