CARLIE OSTROM

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education

UNIVERSITY OF PENNSYLVANIA — 2019
Philadelphia PA
–The Wharton Shool: Bachelor of
Science in Economics, Finance
–Coursework: Adv. Corporate Finance,
Investment Management, Shareholder
Activism, Venture Implementation, Sta-
tistics, Product Design
–Activities: Bell Technology &
Entrepreneurship Society, Hype Dance
Crew, The Collctve Creative Society

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

BAY PORT HIGH SCHOOL — 2015
Green Bay WI
–4.4 weighted GPA
–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 conver-
sion 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 2019
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 anlysis.

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

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

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