

# Samuel Fernando Rivera

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## EDUCATION

### Duke University - The Fuqua School of Business

Durham, NC

M.S. in Management Studies

May 2024 | GPA: 3.488

**Relevant Coursework:** Financial Analysis, Corporate Finance, Capital Markets, Quantitative Business Analysis, Modeling and Decision Analysis, Business Economics, Cost and Managerial Accounting, Market Research, Financial Accounting

### Duke University

Durham, NC

B.S. in Computer Science, Minor in Japanese Literature

May 2023 | GPA: 3.364

**Relevant Coursework:** Data Structures and Algorithms, Data Science, Multivariable Calculus, AI, Cyber Policy, Computer Security

## PROFESSIONAL EXPERIENCE

### La Espiga de Oro Bakery

Chicago, IL

Website Developer Intern

March 2024 – May 2024

- Developed a dynamic website prototype using HTML, CSS, and JavaScript, aligning design with brand identity.
- Crafted an intuitive user interface to enhance user experience, projecting a 20% increase of in-store foot traffic.
- Collaborated with bakery staff to ensure the website met business objectives, delivering accurate and engaging content.

### Amogy

Durham, NC

Student Consultant – Fuqua Client Consulting Practicum (FCCP)

January 2024 – March 2024

- Developed a quantitative framework integrating ESG metrics and economic indicators to identify high-potential markets.
- Analyzed market data across 10 countries, using criteria like industry potential, economic factors, and public perception.
- Identified top 3 second-mover markets for expansion, projecting 20% market share growth over 15 years.

## COURSE PROJECTS

### Full-Scale Valuation of Keurig Dr. Pepper

Durham, NC

ACCOUNTG 512F: Financial Analysis

April 2024

- Developed a detailed financial model and conducted a comprehensive valuation analysis, forecasting income statements, balance sheets, and cash flows to determine the intrinsic value of Keurig Dr. Pepper.
- Performed comparative analysis and financial ratio analysis to evaluate the company's performance relative to industry peers, identifying key drivers of value and areas for financial improvement.

### Grupa Nogueira Case

Durham, NC

DECISION 517F: Modeling and Decision Analysis

April 2024

- Developed an optimization model using Excel's Solver add-in to recommend production plans, optimizing resource allocation and distribution logistics to maximize profitability.
- Conducted sensitivity analysis to evaluate the impact of various strategic decisions, providing recommendations that projected significant profitability improvements.

### Grosse Pointe Associates and the 'Microvan' Case

Durham, NC

MARKETNG 551F: Market Research

February 2024

- Conducted market segmentation analysis using IBM SPSS software, including factor analysis and cluster analysis, to identify key target segments and recommend market positioning.
- Utilized regression and crosstabs analysis with IBM SPSS to evaluate the relationship between consumer preferences and demographic variables, providing insights into promising market segments.

### Highland Park Wood Case

Durham, NC

DECISION 516F: Quantitative Business Analysis

August 2023

- Developed regression models using the Excel add-in FSB Stats to forecast prices, achieving high prediction accuracy and providing actionable insights for cost reduction.
- Conducted cost-benefit analysis to optimize purchasing strategy, recommending solutions that reduced costs and maximize profitability.

## ACHIEVEMENTS AND LEADERSHIP

### Men's Cross Country and Track Team

Durham, NC

Varsity Member

August 2019 – May 2024

- Awarded ACC Freshman of the Year (2019) and selected for All-ACC Academic Team (2019, 2021, 2022, 2023) for outstanding athletic and academic performance.
- Successfully balanced 35 hours of rigorous training per week with a full academic schedule, demonstrating strong organizational and time management skills.
- Collaborated with team members to develop strategies and achieve collective goals, contributing to the team's overall success and cohesion.
- Demonstrated resilience and dedication by consistently training and competing at a high level, overcoming challenges and setting personal records.

## TECHNICAL SKILLS AND INTERESTS

**Languages:** Spanish (Proficient), Japanese (Intermediate)

**Programming and Tools:** Python, Excel, SQL, Git, IBM SPSS, R, MATLAB, C++, Java

**Analytical Skills:** Data Analysis, Quantitative Analysis, Financial Analysis, Statistical Analysis, Regression Analysis, Quantitative Modeling, Financial Modeling, Optimization Models, Risk Management, Market Research

**Interests:** Data Analytics, Financial Markets, Algorithmic Trading, AI, Business Strategy, Quantitative Research, Self-development, Lifelong learning, Corporate culture, Business Podcasts, Outdoors, Socializing, Medium Roast Coffee, Harvard Business Review, YouTube