

Weber Maisel

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EDUCATION

UC Santa Barbara

Santa Barbara, California

Financial Mathematics & Statistics, B.S.; Strategic Investments Program Sep. 2024 - Jun. 2028

- **GPA:** 3.89 / 4.0; Dean's Honors
- **Relevant Coursework:** Calculus I-III, Linear Algebra, Differential Equations, Intro to Statistics and Probability, Micro/Macroeconomic Principles, Microeconomic Theory

LEADERSHIP & EXTRACURRICULAR EXPERIENCE

UCSB Consult Your Community

Santa Barbara, California

Engagement Manager - Santa Barbara Gift Baskets (Ongoing)

Oct. 2025 – Present

- Led a 10-week consulting engagement preparing a local retail business for acquisition, conducting SMO/SEO, creating a SOP binder, and polishing a buyer-facing pitch deck.
- Directed a team of 5 consultants in market, client, and financial analyses, focusing on addressing operational inefficiencies and improving brand positioning for sale readiness.
- Developed a client management system to increase corporate client acquisition and retention.

Recruitment Chairman - Founding Executive Board

Jul. 2025 – Present

- Built UCSB's founding Consult Your Community consultant team, organizing and executing a full-cycle recruitment strategy from scratch that attracted 140 applicants for only 18 spots
- Designed and implemented applicant evaluation rubrics, represented CYC at campus fairs and tabling events, planned and hosted information sessions and application workshops.
- Collaborated with six other founding executive board members to establish CYC at UCSB, partnering with nationals leadership and UCSB SEAL advisors to ensure a successful launch.

UCSB Ascend Consulting Group

Santa Barbara, California

Product Consultant

Mar. 2025 – Present

- Led end-to-end UX research for Coverd, a VC-backed gamified finance startup, conducting ~50 user interviews, synthesizing insights into weekly deliverables, and collaborating directly with the founders to refine product-market fit through Gen Z-driven feedback.

Director of Operations

May 2025 – Present

- Oversaw club operations such as room scheduling and organization of intralub coffee chats

Intern

Oct. 2024 – Jan. 2025

- Designed and launched a multifunctional website from scratch using WordPress and Elementor, delivering a client-ready product under tight deadlines and daily feedback loops.

Alpha Tau Omega Fraternity, Iota Nu Chapter

Santa Barbara, California

Treasurer

Jan. 2026 – Dec. 2026

- Managed chapter finances, collecting dues and overseeing an annual budget of \$150,000.

UPenn Social Innovators Program/Entrepreneurial Leaders Program

Virtual Course

Student

Mar. 2023 – Sep. 2023

- Sponsored for a selective entrepreneurship course through Schoolyard Ventures and UPenn.
- One of 3 students (out of 25) invited to advance to the ELP program for further training.

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: Excel, PowerPoint, Tableau, Python, R, SQL, WordPress with Elementor

Interests: Weightlifting, Golf, Cooking, Camping, Surfing, Snowboarding, House Music