

ABIGAIL TAKEUCHI
abbeytak@gmail.com | (208) 972-3786
Philadelphia, PA 19104

EDUCATION

Wharton Business School, University of Pennsylvania | Philadelphia, PA

B.S. in Economics Concentrations in AI for Business and Finance

Relevant Classes: Accounting 1010, Finance 1000, Managerial Econ, Stats 1020, AI Tech Sector

PROFESSIONAL EXPERIENCE

AI Research Intern | AI Business Lab, Erasmus University Netherlands | Summer 2025

- Analyzed 50+ academic papers and industry reports to identify and map potential AI applications for digital marketing, consumer behavior, and human augmentation
- Coded and processed a survey dataset of thousands of records in Excel to support a forthcoming publication I'm credited in on AI and consumer behavior

Startup Branding & Marketing Assistant | Bio Nature Health | Remote | Spring 2024

- Developed new company slogan and core customer message, increasing prospect engagement by 20% at a major trade show
- Named and positioned 5 new product lines, achieving 50% positive attendee feedback
- Conducted competitive analysis of five market rivals to identify pricing and feature gaps, informing new product strategy

Private Academic Tutor | Boise, ID | 2023 – 2025

EXTRACURRICULARS

- **Founder & Director – Go Tough Non-Profit (GoTough.org)** | Boise, ID | 2022 – 2024
 - Founded nonprofit promoting mental resilience in K-12 schools
- **President – Penn Film Society** | Philadelphia, PA | 2024 – Present
 - Revived inactive organization and tripled membership within one semester
- **Consulting Committee on AI for Business Club** | Philadelphia, PA | 2024 – Present
 - Helped use AI for data optimization for client Prognos Health
- **Research Committee on AI at Penn** | 2025- Present
 - Contributed to literature review on AI innovations in behavioral prediction
- **Podcast Director – The Penn Post** | Philadelphia, PA | 2024 – Present

SKILLS AND CERTIFICATIONS

- **Technical Skills:** Excel Skills for Business Certified, Excel Skills for Data Analytics and Visualization Certified, JMP Statistical Software Certified, Python, Survey Analysis
- **Soft Skills:** Public speaking- Original Oratory State Semifinalist & 1st in the state at Nationals 2023, Project Management