Eliana Pasternak

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EDUCATION

University of Pennsylvania, School of Engineering, Philadelphia, PA — *May 2027*
Bachelor of Science in Engineering, Artificial Intelligence; *Minor*: Engineering Entrepreneurship

Relevant Coursework: Programming Languages and Techniques; Multivariable Calculus; Discrete Math; Linear Algebra; Probability; Data Structures and Algorithms; Python; Intro to AI; IP Strategy and Business Law for Engineers; Convex Optimization; Dynamical Systems

EXPERIENCE

Penn Engineering Online | *IP Strategy Course Development Assistant,* Philadelphia, PA — *June 2025 – Present*
- Collaborate with course development team to achieve effective roadmap development based on iterative model
- Assess course materials to meet quality objectives and ensure consistency across deliverables
- Develop effective content such as learning objectives, glossaries, in-video questions, and assessments for 13 modules
- Promptly adjust course content according to beta tester feedback
- Present progress during biweekly team development sync calls

Elari Solutions | *Intern*, Philadelphia, PA — *October 2024 – August 2025*
- Cleaned project data and created 50+ engaging data visuals in Power BI
- Wrote AI prompts to facilitate extraction of unstructured ordering information from configurable product specification sheets
- Organized extracted spec sheet data into product attribution categories using bag of words model
- Proofread and edited release notes

Substrata | *Intern*, Tel Aviv, Israel — *May 2024 – July 2024*
- Conducted user research and developed comprehensive threat map ahead of new product launch
- Streamlined company's use of its CRM to improve workflow efficiency
- Strategized release of new AI B2B sales software through all-hands meetings

LEADERSHIP

Alexander Hamilton Society | *Marketing Chair*, Philadelphia, PA — *April 2024 – Present*
- Create marketing materials and strategy for 10+ club events
- Oversee selection and outreach for foreign policy speaker engagements

Penn Engineering Council | *Vice President of Marketing*, Philadelphia, PA — *February 2024 – Present*
- Plan mock-interview "speed dating" for undergraduate engineering students, supporting professional development
- Design 25+ visually consistent marketing materials for social media pages
- Develop and execute plan for Penn Engineering merchandise sale

Tamid Group University of Pennsylvania | *Project Manager*, Philadelphia, PA — *September 2023 – May 2025*
- Managed 12-person team to develop marketing strategy (Fall 2024) and conduct competitive analysis of the AI-powered education technology landscape (Spring 2025)
- Placed first out of 10+ teams in consulting case competition based on depth of analysis, presentation, and slide deck clarity

SKILLS & INTERESTS

Software: Excel, Powerpoint, Data Visualization (Power BI), CRM (Hubspot), Product Management tools (Asana), CAD (Rhino)
Programming languages: Java, Python, JavaScript, SQL
Interests: guitar, songwriting, running