

Kristina Pytko

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EDUCATION

University of Pennsylvania, Wharton School of Business

December 2027

B.S. in Economics with concentration in Business Analytics

GPA: 3.80/4.00

Honors: Joseph Wharton Scholar, Benjamin Franklin Scholars (top 5% of students)

Coursework: Predictive Analytics, Statistics, Marketing, Finance, Data Analytics, Management, Operations & Decisions

EXPERIENCE

Business Services Division at the University of Pennsylvania

September 2025 - Present

Administrative Assistant of the Executive Director

Philadelphia, PA

- Leading the ongoing **digital transformation of HR** by spearheading the development of an AI strategy designed to future-proof the department by automating job postings, and enhancing workforce analytics
- Managed daily operations across a **100+ person department**, coordinating schedules, cross-teams meetings, and office-wide communications to support senior leadership and delivery efficiency; redesigned front-desk workflows

Property Council of Australia

June - August 2025

Commerce Intern, AI and Asset Technology Department

Sydney, NSW

- Developed and executed a CRM outreach strategy using **Dynamics 365 and Power BI**, doubling FY26 renewal rates and generating **\$500K+ in new revenue**; surfaced **\$200K** in at-risk accounts through audience segmentation
- Defined 3-month roadmap for executive training on **Digital Transformation and "AI for ESG"** for **300+ senior real estate leaders**, shaped retention and engagement strategy leading to loyalty and adoption increase

Global Water Alliance

August 2024 - Present

Project and Marketing Manager

Philadelphia, PA

- Directed digital engagement and content strategy, driving **+145% follower growth** across Instagram and LinkedIn and increasing average monthly reach by **120%+**; created Operations Manual for stakeholders
- Managed logistics and marketing for **10 city-wide annual events with 200+ attendees** each and produced a **monthly e-newsletter with 2,000+ readers**, contributing to a **35% YoY increase** in event registrations

Penn Study Abroad Department

September 2024 - May 2025

Program Manager

Philadelphia, PA

- Engaged **1,000+ students** by managing end-to-end planning, coordination, and execution of Penn Abroad promotional events and pre-/post-departure orientation, overseeing logistics, communications

LEADERSHIP & PROJECTS

Kkristey Meet

April 2021 – Present

Founder, Consultant, Marketing Lead

Remote

- Built and scaled an admissions consulting platform reaching **1M+ organic views**, acquiring clients across **15+ countries** and delivering advising to **500+ students**, achieving **95% top-choice institution admission rate**
- Designed marketing funnels, content strategy, and educational resources; drove **+35% conversion rates**

Multicultural Committee of Joseph Wharton Honors Program

March 2024 - Present

Chair of the Multicultural Committee

Philadelphia, PA

- Planned and executed 10+ cultural events for 100+ students, leading promotion strategy and achieving a 91% open rate and 77% click-through rate on program communications.

Wharton Impact Ventures Association

September 2024 - April 2025

Investment & Impact Strategy Analyst

Philadelphia, PA

- Conducted market and competitive analyses for **50+ early-stage companies**, synthesizing data from founder interviews and sector reports to identify business model patterns and investor behaviors

SKILLS

Technical: Financial Data Analysis, Data Analysis (SAS Certified), R Analytics, Python, Java

Tools: Microsoft Dynamics 365, Google Analytics, Power BI, Tableau, CRM, Figma, Trello, Miro, Microsoft Office

Languages: English, German, Belarusian, Russian, Polish

Campus involvement: Project Leader of «AI in Entertainment» Panel at Wharton Media and Entertainment Club; Associate Consultant at Penn Sustainability Consulting; Student board representative for Joseph Wharton Scholars