

## Education

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**University of Wisconsin-Madison** Madison, WI August 2016-May 2020

- Bachelor of Arts, 3.5 /4.0 GPA
- Major in Economics; Relevant Courses: International Business, International Law, International Political Economy, International Relations, International Trade, U.S. Foreign Policy

**IES Abroad** Paris, France January 2019-May 2019

- Study Abroad, Business & International Affairs Program

## Professional Experience

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**University of Wisconsin-Madison Department of Economics** Madison, WI August 2019-May 2020

*Outreach Assistant*

- Advised and mentored undergraduate students with general cover letter, resume, and employment application inquiries
- Composed weekly economics career and internship newsletter for over 1400 undergraduate students using Mailchimp, resulting in an increase in advising appointments and an 8% improvement in newsletter open rates
- Coordinated with career & outreach officers to organize and promote workshops, panel presentations, and economic advisory board meetings, aimed at strengthening the department's relationships with companies recruiting on campus and increasing the percentage of employed economics students by graduation
- Tracked key performance indicators of the newsletter such as open rates, click rates, and clicks per unique open rates, by compiling 3 years of email marketing data from Mailchimp, resulting in an 13% increase in audience size

**Wisconsin International Review Journal** Madison, WI September 2017-April 2020

*Communications Chair & Editor & International Affairs Contributor*

- Created the journal's digital communications strategy by marketing its events and publications on a multitude of social media platforms, including Facebook, Twitter, and LinkedIn, resulting in an increase in online key performance indicators such as likes, shares, and replies
- Lead a team of 6 writers through the writing, editing, and publishing process, resulting in a 20% increase in published articles per semester since Fall 2018
- Wrote and edited articles on international relations, international trade, geopolitics, and United States foreign policy

**Consumer Financial Services Corporation** Emeryville, CA May 2019-July 2019

*Marketing Intern*

- Compiled the financial and philanthropic donation history of potential Human Rights Watch donors by researching publicly available information on charitable and property databases, synthesizing and communicating findings to HRW's Advisory Committee, leading to an increase in the San Francisco Chapter's donor retention rate
- Conducted market research on financial services companies' marketing campaigns of new credit cards, by compiling and classifying previous campaigns to identify industry best practices and results, synthesizing findings through PowerPoint client deliverables

**Kayrros** Paris, France March 2019-April 2019

*Business Analyst*

- Composed concise market reports, in French and in English, highlighting developments in energy markets, geopolitical conflicts, and OPEC, pertinent to French multinational energy corporations
- Created a premium pricing strategy report by researching competitor pricing models, summarizing Kayrros' technological competitive advantages, and highlighting opportunities for international market growth, presenting findings to a senior Vice President
- Researched and presented findings on the effects of United States' sanctions on Russia's Rosneft Trading SA on Indian imports of Venezuelan crude oil by tracking and classifying official Indian government data, using Kayrros' proprietary software, and closely following relevant geopolitical developments

## Interests & Skills

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- **Interests:** Business Development, Energy Markets, Geopolitics, International Relations & Trade, Political Risk Analysis, Public Affairs, Strategic Communications, U.S. Foreign Policy
- **Skills:** Editing, French (Native Language), Project Management, Research, Writing
- **Technical Skills:** Adobe InDesign, Excel, Google Analytics, Mailchimp, MS Office, PowerPoint, Salesforce, Stata