

Chiebuka Onwuzurike

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EDUCATION

Master of Science in Business Analytics (STEM) August 2021
Boston University Questrom School of Business; Boston, MA

Bachelor of Science, Business Administration & Minor in Visual Arts May 2020
Boston University Questrom School of Business & College of Fine Arts; Boston, MA
Concentration: Finance, Strategy, and Graphic Design

RELEVANT WORK EXPERIENCE

Associate Product Line Manager Intern June 2019 - August 2019
Converse, Boston, MA

- Collected and analyzed 906 surveys and 38 interviews of Gen Z consumers in order to provide insight and visualization for back to school buy behavior utilizing Excel, MySQL, Qualtrics and Tableau
- Enhanced knowledge of target consumer by assembling monthly trend reports, orchestrating focus groups, and, in a cross-functional team, co-authoring collaborative, executive plan for initiatives

CEO and Founder November 2017 - November 2017
Polyman, E-commerce (polyman.com), Detroit, MI

- Founded and led a multifunctional lifestyle brand and media company that fosters a community to celebrate the unity and diversity of humanity by exploring what it means to be human
- Developed and implemented business strategy involving financial budgeting and forecasting, operating and logistics, mixed-channel marketing, and brand curation and maintenance

RELATED PROJECTS

Backtesting Stock Trading Strategies January 2020 - December 2020

- Utilized python to explore merit and shortcomings of different trading strategies
- Conducted backtests with objective of offsetting risk and return for various trading strategies with python by utilizing Monte Carlo Simulation, Black-Scholes Pricing, Numpy and Pandas

RELEVANT SKILLS

Technical Skills: Python, R, SQL, HTML, CSS, Machine Learning, Tableau, Qualtrics, Wireframing, Access, Agile, Financial Valuation and Modeling, Data Management and Modeling, VBA and Macros, Pivot Tables

Creative Skills: Branding, Information Design, Web Design, Product Design, Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, Photography, Videography

Certifications: Agile, Scrum

ADDITIONAL INFORMATION

Leadership: Captain of NCAA DI Track and Field Team, Eldest in Family

Activities: Track Olympic Hopeful (100m, 200m), Musician (Piano, MIDI Pads), Volunteer (avg 20hr annually)

Interests: Minimalism, Comedy, Fashion, Anime, Philosophy