

T. S. Alumnus

595 Drieling Rd, Weston, MA 02493 | 617-353-2650 | TrishAlumnus@gmail.com

PROFESSIONAL PROFILE

Business Analyst and Strategy | Start up's | High-Tech. | Private Equity

Highly motivated professional with a 'go-getter' mentality and a passion for driving profitability in complex work environments. I bring with me a diverse range of experiences that enhance my ability to liaise and collaborate with cross-functional teams. Experienced in analyzing complex business problems and identifying risk with a rigorous commitment to continuous improvement. Skilled at engaging and implementing strategic planning processes that support business growth and impact.

Technical Experience: HTML, CSS, Python, Google AdWords, Yahoo! Splash Ads, SQL, Hootsuite, @Risk, Wordpress, Advanced Excel, and MS Office

Certifications: Massachusetts Real Estate License (June 2017 Expected); Mensa Boston Member (Entry test completed March, 2014)

RELATED EXPERIENCE

Shepherd Dog Training, Boston, MA January 2017-April 2017

Co-Founder, Technology Startup

- Drafted full three-year financial projections for the firm, as well as created a VC pitch deck, negotiated with attorneys, advertising agencies, and law enforcement officers on the terms of our business.
- Coordinated and presented at multiple meetings with leading creative and branding agencies.

CoachUp, Boston, MA June 2016-August 2016

Product Intern, General Catalyst Portfolio Company

- Generated copy and content for the corporate website and social media platform.
- Modified and updated HTML mass-email templates served through Mandrill for multiple marketing campaigns.
- Prepared executive reports for the management team regarding market opportunities; evaluated competitor platforms and services; helped to draft Series B Pitchdeck.
- Followed up via phone, email, and ZenDesk in a customer service-oriented role with clients and coaches.

ShawSpring Partners, Boston, MA June-August 2014

Summer Associate, Long-Short Hedge Fund

- Compiled data on the travel, technology, and regional gaming industries using Sentieo and proprietary systems in order to further understanding of opportunities that might exist.
- Built financial models on selected companies from within these industries to forecast expected stock prices.
- Assessed the viability of potential investments and ventures, and presented my findings to management.

Nutraclick, Boston, MA October 2013-May 2014

Marketing Analytics Intern, Technology-Driven Health and Wellness Products

- Developed copy for customer acquisition and retention emails which were distributed to over 30,000 current and prospective customers.
- Generated Yahoo! and Google digital advertisements as well as WordPress content to drive customers to product conversion funnels.

LEADERSHIP & ENTREPRENEURSHIP

Charlestown Lacrosse & Learning Center, Charlestown, MA February 2016-Present

Board Member, Non-profit: Children's Educational and Athletic Focus

C&L Investments, LLC, Dedham, MA February 2013-Present

Co-Founder and Property Manager, Real Estate Investment Partnership

EDUCATION

Boston University Questrom School of Business, Boston, MA January 2017

Bachelor of Science in Business Administration, Cum Laude

Sub-Concentrations: Strategy and Innovation (3.8 GPA) & Entrepreneurship (3.9 GPA)