

Ginny Weasley

Boston, MA | (518)-810-1389 | gweasley@gmail.com | [Linkedin.com/ginnyweasley](https://www.linkedin.com/in/ginnyweasley)

EDUCATION

Northeastern University, Boston, MA

May 2017

Bachelor of Science in Industrial Engineering

GPA: 3.4

Activities: Women's Club Basketball, Women's Club Softball, Institute of Industrial Engineers, Society of Women Engineers, Strong Women Strong Girls

City University London, London, UK

August – December 2014

Study Abroad Semester

QUALIFICATIONS

Technical: Advanced Excel, SQL, PostgreSQL, **Intermediate** Tableau, ARENA, DB visualizer, SQL Server Management Studio, **Novice** C++, Access, SolidWorks, AutoCad, **Fundamental Awareness** Python, R

WORK EXPERIENCE

TripAdvisor | Needham, MA

January 2016 – August 2016

Data Analyst Co-op

- ❖ Created weekly automated KPI reporting on Flights product using **SQL** queries, **OLAP** cubes and **Excel**
- ❖ Prototyped data source in **Tableau** and created strategic dashboards on partner and conversion data
- ❖ Analyzed user behavior on mobile app and desktop site to provide clear insights to product team
- ❖ Managed partner data upkeep and accuracy in **SQL Server Management Studio** to ensure data validity
- ❖ Translated complex data structures for non-technical team members, and strategized system improvements

Hasbro Inc. | Pawtucket, RI

January 2015 – June 2015

Project Engineering Co-op

- ❖ Managed engineering product development of Marvel toys from concept to production
- ❖ Evaluated vendor quote data and created cost effective solutions to meet designated price points
- ❖ Reviewed product samples and provided direction to Hasbro Far East engineering teams
- ❖ Researched trends within product markets and used information to conceptualize new product ideas; pitched final product idea and prototype to Hasbro's executive and engineering teams

John Hancock Financial Services | Boston, MA

January 2014 – August 2014

Project Coordinator Co-op

- ❖ Analyzed data and identified trends using **Excel** and data management software **Innotas**
- ❖ Created tools using **HTML** to communicate the division's iterative project methodology and process
- ❖ Collaborated with cross functional teams to provide reporting that fit the needs of the business

LEADERSHIP EXPERIENCE

Student Government Association | Boston, MA

August – December 2015

Executive Director of Communications

- ❖ Managed 7-10 students dedicated to marketing of SGA through event planning and communication.
- ❖ Created and facilitated brand-strategy sessions with the members of the Executive Board which resulted in re-defining the branding goals of SGA and launching a branding workbook to train future members.

INTERESTS AND GOALS

- ❖ **Interests:** App development; Piano-Gr.10 level; Hiking-summited Denali and Kilimanjaro; French: intermediate
- ❖ **Goals:** Run a marathon, present a Ted Talk; hike the world's 7 tallest peaks

Geovanni Yanni

508-555-8888 ■ geovanniyanni@gmail.com ■ [linkedin.com/in/geovanniyanni](https://www.linkedin.com/in/geovanniyanni)

Education

Northeastern University

Bachelor of Arts in Economics & International Affairs

Boston, MA

June 2018

Relevant Coursework: Econometrics, Social Entrepreneurship, Urban Economic Issues, Global Markets & Local Cultures

Activities: Social Entrepreneurship Institute, Sigma Beta Rho Fraternity Inc., and Social Impact Lab

Achievements: Deans List (3-times), Spring 2018 Teaching Assistant for International Food Policy

Study Abroad

Social Enterprise Field Research

Cape Town, South Africa

May 2017 - June 2017

- In a group of 6 students, conducted relevant market research and advised local grassroots micro-entrepreneurs on how to effectively expand their business
- Produced and coordinated a toolkit of final deliverables for micro-entrepreneurs, including financial reporting templates, social media guides, and other marketing collaterals
- Created and presented a PowerPoint presentation to 100+ faculty and students highlighting successful social enterprises and received outstanding feedback

Relevant Experience

Northeastern University – Social Impact Lab

Program Assistant

Boston, MA

September 2017 - Present

- Researched and compiled market trends relating to Donor-Advised-Funds and delivered findings to non-profit client
- Collaborated with team members in planning 10th year anniversary Gala for over 500 attendees by preparing event logistics

Landmine Relief Fund

Associate Project Manager

Siem Reap, Cambodia

January 2017 - May 2017

- Increased organizational transparency by authoring and publishing Landmine Relief Fund's first annual report, which highlighted organizational successes with key stakeholders and potential donors through data visualizations
- Composed and formalized the organization's standard operating procedures and continuity plans
- Implemented a new storage system, through training 4 team members, which organized and stored important internal records and reports: in turn improving communications and organizational efficiency

Pine Street Inn – iCater

Job Training Program Event Coordinator

Boston, MA

January 2016 - June 2016

- Initiated and organized, across departments, a social media campaign on Twitter, Instagram and Facebook, which raised awareness of successful social enterprises to existing followers and gained a 10% increase in new followers
- Increased collaboration and communication among trainees by facilitating team building exercises of groups up to 10, 20-60-year-old formerly incarcerated and chronically homeless individuals enrolled in iCater's Job Training Program
- Improved a survey used to assess the effectiveness of the iCater job training program by creating and adding more direct questions that asked trainees their feelings of job readiness after completing the training program
- Acted as point-of-contact for chefs around Boston, and conducted outreach to potential new partners, to oversee the logistics of cooking classes for iCater trainees; additionally, tracked and reported trainee attendance and participation

Sigma Beta Rho Fraternity

Community Service Chair,

Boston, MA

September 2015 - December 2016

- Re-strategized community service efforts to increase direct service impact of the Fraternity to the local community
- Coordinated with service organizations and members for over 50 events in 3 semesters, which resulted in the completion of 300+ hours of service

Additional Experience

J. Crew

Stylist & Brand Ambassador

Boston, MA

May 2015 - Present

- Contribute to team success by exceeding sales goals in adding an average of \$240 sales per hour while resolving customer questions, concerns, and problems in a professional and efficient manner
- Consistently recognized for excellent customer by store managers

Skills

Proficient in MS Word, PowerPoint, XStore and Profit\$ (POS Systems), Intermediate in Excel, Beginner in STATA and Access

Interests

Travelling (traveled to 7 countries in the "Global South" and on cross-country road-trips), hiking, cycling, playing basketball, reading books, peer-reviewed journals, news articles and magazines, participating in community service