

Mariam John-sandy

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EDUCATION

Baruch College, City University of New York **Expected:** Fall 2023
Major: Marketing Management | **Minors:** Communication & Data Analytics **GPA:** 3.4/4.0
Related Courses: Marketing Research, Communication for Executives, Advertising, Statistics, Sales Management

EXPERIENCE

MLT – Management Leadership for Tomorrow Washington, DC
Career Prep Fellow June 2021–Present

- Selected as one of 1,000 for an 18-month professional development program for high-achieving diverse undergraduate student talent
- Complete business case studies and assignments to hone analytical, quantitative and technical skills to positions and career route of interest

J.P. Morgan New York, NY
Leveraged Finance Intern June 2021- August 2021

- Advise clients with revenues in excess of \$500 million in Critical financial decisions through debt securities and financial evaluation
- Strategize with the debt capital market team for financial solutions through credit screening and modelling across diversified industries

HBO Max New York, NY
Brand Marketing Intern Oct 2020 – Dec 2020

- Produced consumer insights for the launch of a disruptive Warner Bros co-branding strategy accelerating subscription growth rate by 40%
- Delivered presentations and tracker on emerging industry trends with a competitive analysis to boost the ideation of strategy in the market

Facebook London, England
Data Analytics Academy Challenge Participant Oct 2020

- Led an international team of 4 to win 1st place prize through qualitative and quantitative analysis of raw data for a structured presentation
- Conducted an evaluation of data tests to optimized product management and devise profitable marketing solutions across segmentations

Microsoft New York, NY
Summer Mentorship Program Participant Jun 2020 – Aug 2020

- 1 out of 16 students selected for an immersive mentorship program exploring the company’s business groups, strategy, and technologies
- Spearheaded a team of 4 on a hackathon project utilizing Azure and Power BI to achieve Microsoft’s goal to build sustainability products

MediaCom New York, NY
Media Planning & Strategy Intern Jun 2020 – Aug 2020

- Expedited a systematic approach to monitor digital and linear TV marketing campaigns that boosted seamless consumer experiences
- Allocated ~\$1.5M dollars in media investments across all channels while launching multi-platform reach runs for defined audiences

IPG Mediabrands New York, NY
National Investment Intern Jun 2019 – Aug 2019

- Designed a structured go-to market rollout media campaign presentation for the client (Spotify) to increase integrative product marketing
- Managed ~20 client portfolios, finalizing media bank investments and the financial flow-charts of ad campaigns across broadcast networks

LEADERSHIP & AFFILIATIONS

BLK Capital Management, Corp. Cambridge, Massachusetts
Executive Board Member & Equity Research Analyst Feb 2021- Present

- Compose stock pitches through the assessment of long or short position techniques, strategic research, and comparable company analysis
- Evaluate the income, balance sheet and cashflow statements of companies across various metrics to determine overall financial liquidity

Undergraduate Student Government New York, NY
Vice Chair of Campus and Student Affairs Aug 2020- Present

- Ensured ~18,000 students received a quality college experience through the execution of rewarding events and new mentorship program
- Collaborated with vice presidents, chairs, and department leaders to implement new programs and allocation of student fee’s across budget

SKILLS & INTERESTS

Skills: Microsoft 365 office, Keynote, Social Media, Azure, Power BI, Tableau, Google Analytics, Python, SQL, HTML, SPSS, Qualtrics, Salesforce, Mailchimp, Sugar CRM, MediaTools, ComScore, Nielson, Media Ocean, Adobe Creative

Interests: Community volunteering, podcasts, journaling, scrapbooking, reading, photography, interior designing, blogging, and meditating