

## Shana Jacobson

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### Education & Honors

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**Skidmore College** | Saratoga Springs, NY

May 2016

**B.S. in Management and Business and B.A. in Mathematics**

- GPA 3.6, Dean's List
- Accepted in Honors Forum and National Honorary Society in Mathematics, Pi Mu Epsilon Spring 2015
- One of 15 students selected to become a member of the Association for Women in Mathematics
- Completed study abroad programs in Prague, Czech Republic and Copenhagen, Denmark

### Work Experience

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**Crenshaw Communications** | New York, NY

August 2016 - Present

**Public Relations Intern**

- Help early-stage companies and established brands reach goals through the creation and execution of successful campaigns
- Monitor daily media postings for clients to insure successful outreach and competitive advantage
- Brainstorm and recommend target audiences to maximize overall engagement and performance
- Strategic idea development to ensure all media coverage highlights unique client objectives

**Sage Hill Advisory and Management LLC** | Saratoga Springs, NY

Spring 2016

**Advisory and Management Intern**

- Worked directly with the President and Chief Portfolio Strategist, evaluated portfolio structure, created projections, and proposed reinvestment opportunities for various high-net-worth clients
- Designed a multi-step outreach program in order to gain prospective clients and identify targeted groups for speaking opportunities

**Pet Partners LLC** | Wilton, NY

Fall 2015

**M&A Intern**

- Analyzed the viability of purchasing various veterinary hospitals and participated in all stages of acquisition
- Performed cash flow analysis, evaluated profit and loss statements, and adjusted budgets
- Delivered conclusive analysis and findings in a formal presentation to the Board of Directors

**Yigal Azrouel** | Manhattan, NY

Summer 2015

**Administrative Intern**

- Supported finance department and collaborated on creative projects for Fashion Week
- Organized merchandise and created spreadsheets to analyze stock and assess buying needs
- Assisted daily operations and effectively communicated with management of New York City fashion company

**Skidmore College** | Saratoga Springs, NY

Fall 2013 - Fall 2014

**Math Tutor**

- Qualified and selected to privately tutor Skidmore College students with varying learning styles in Calculus
- Chosen to directly assist with synthesis of notes, homework, and test preparation

**Skidmore College Management and Business Department** | Saratoga Springs, NY

Fall 2013 - Fall 2014

**Faculty Support**

- Managed communications for entire department, edited weekly newsletter and secured speakers for Skidmore College classes and community events
- Executed departmental communications and announcements and organized administrative processes for faculty and staff

**Skidmore College** | Saratoga Springs, NY

**Freshman Pre-Orientation Leader**

Summer 2013, 2014, 2015

- Selected as one of four leaders to successfully transition incoming freshmen
- Led a four night Adirondack mountain retreat and facilitated relationship building
- Imparted experiences and knowledge to 25 freshmen to increase their confidence and success on campus

### Computer Skills

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- Microsoft Office Suite: Word, Excel, PowerPoint, Outlook
- Cision, Meltwater