

Ava Keresztes

🌐 avakeresztes.github.io

🌐 linkedin.com/in/avakeresztes/

📞 (781)-400-3321

✉️ amk9569@stern.nyu.edu

Education

New York University

Leonard N. Stern School of Business

Aug 2021 - May 2025

Bachelor of Science in Business and Finance

Minor Entertainment Business

Jesuit High School

Aug 2017 - May 2021

GPA: 4.20/4.00

5 Advanced Placement Courses

High Honors and Summa Cum Laude with the

Presidential Award for Academic Excellence

Extracurriculars

Stern Student Government

Cohort Director and PCE Committee Chair

- Marketed and organized 15 schoolwide events: Casino Night, Stern's Got Talent show, and Spring Semi
- Worked with the Dean to lead 20 wellness and community building club meetings

Student Producers Association (SPA)

Producer Associate

- Conducted pitch deck workshops
- Created 10+ pitch decks for clients
- Collaborated with 10 directors on their films by leading crowdfunding and social media campaigns
- Raised \$8,000 dollars for each film

Technical Skills

Analysis

Microsoft Suite (Word, PowerPoint, Excel),

Python, DCF

Design

Figma, Adobe Photoshop, User Research and

Interviews, Final Cut Pro, iMovie, and Minitab

Interests

Surfing, Hot Yoga, Filmmaking, Hiking, Photography, Soccer, Meditation, Running, Traveling, Snowboarding

Work and Extracurriculars

Blockibles Fintech Startup & Legal Firm

Summer Intern

Summer Intern

California, LA

Film Producer

Product Management Intern

Sep 2021 - Present

New York, NY

- Crowdfunded over \$20,000 dollars for Films, oversaw production, and implemented creative strategies to fix 99% of problems on set
- Managed and led a team of 10 people in creative social media marketing and financing decisions, increasing consumer reach by 75%

Roger and Ives

Social Media and Sales Manager

Aug 2020 - Aug 2021

New York, NY

- Increased social media traffic by 55% through creatively designed Instagram stories displaying new merchandise. Increased website traffic by 28%
- Implemented Instagram Shop to increase consumer accessibility and expanded national reach and global reach by 70% and 30% respectively

Nordstrom

Sales and Customer Service Associate

July 2021 - Aug 2021

Portland, OR

- Increased sales by \$2000 dollars above the daily quota of \$3000 in the Women's clothing department. Created long-lasting customer relationships
- Held the number one salesperson position for 7 days straight

Entrepreneurial Exchange Group

Startup Team Member

Jan 2022 - Present

New York, NY

- Learned about various KPIs and crucial startup skills including valuation methods, product management, prototyping MVPs, GTM strategy, growth hacking, agile development, inbound and outbound marketing channels, and accounting
- Ideated product features for the startup, Quantbase, and presented a pitch deck to the startup

My Girls SkinCare Startup

Product Designer and Manager, Sales and Marketing

Sep 2017 - Present

Boston, MA

- Designed packaging for over 15 skincare products in Figma and worked with manufacturing houses across the United States and Europe to implement my designs
- Contacted 50+ small startup angel investors and received 100k in funding to launch another line of products, which generated 50% more revenue

Creatathon App Builder

Creative Team Lead, Growth Project Lead

May 2018

Wellesley, MA

- Pitched an app idea to prospective investors from VC firms such as G20 Ventures, Spark Capital, and Battery Ventures. Presented on local television
- Proposed creative ideas for 3 programmers on my team to include on our app, Zipsched, and oversaw execution on these ideas in Python