

REBECCA WESSELL

917.488.3018 | rebecca.wessell@gmail.com
www.linkedin.com/in/rebeccawessell

PROFESSIONAL EXPERIENCE

ValuePenguin (personal finance website)

December 2015 – Current | New York, NY

Product Manager, June 2017 – Current

Senior Analyst, December 2015 – June 2017

- Spearhead and set strategy for all loan product verticals resulting in over 25K monthly visitors
- Develop process for evaluating potential product verticals that is used across entire product team
- Create organizational guidelines for writing product content based on SEO and brand knowledge
- Establish and manage monetizing partnerships with 20+ small business and personal loan companies
- Work with engineering and design team to develop cost-comparison shopping tools for product verticals

EY (Ernst & Young)

July 2014 – November 2015 | New York, NY

Technology Consultant, Financial Services Office

- Developed data governance strategy to drive firm-wide effort for Chief Data Officer at large bank
- Created playbook on initiating and operating 20+ data domains that was leveraged globally at large bank
- Designed information architecture for data governance business glossary tool at multinational bank
- Wrote use cases, business requirements, and user profiles for data governance tool at bank
- Designed performance reporting tool for EY Assurance leadership that was used in client pursuits

Syracuse University School of Information Studies

August 2012 – June 2014 | Syracuse, NY

Program Assistant, JPMorgan Chase & Co. Global Enterprise Technology (GET) Program

- Designed longitudinal survey of students and alumni on learning outcomes and career preparedness
- Performed data analysis of survey results that led to reworking of program curriculum

EDUCATION

Syracuse University, M.S. Information Management

2012 – 2014 | Syracuse, NY

- Certificate of Advanced Study in Data Science

Emory University, B.A. French Studies, Minor Economics

2007 – 2011 | Atlanta, GA

- *Honors:* Phi Beta Kappa, Dean's List

VOLUNTEER EXPERIENCE

New York on Tech

September 2014 – Current | New York, NY

Mentor & Member of Mentor Council

- Mentor high school students on professional skills and career opportunities in technology
- Develop, plan, and teach professional development curriculum for mentor-mentee meetups
- Advise on strategy and execution of content, communication, and logistics for mentor programming

AWARDS

Received 5 recognition awards for operational excellence

July 2014 – November 2015 | EY

Master's Prize in Information Management for academic excellence

Spring 2014 | Syracuse University

Awarded 20 hour/week graduate assistantship with full scholarship

Fall 2012 | Syracuse University

SKILLS

Technical: R, Google Analytics, SEMRush, MS Excel, Spotfire, Tableau, MS Visio, MS Project

Languages: French (intermediate)