

# ANYA SINGER

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## EDUCATION

### UCLA ANDERSON SCHOOL OF MANAGEMENT

#### **MBA, Concentration in Technology Management and Entrepreneurship**

- *Leadership:* Anderson Tech Business Association, VP of Student Affairs

Los Angeles, CA

June 2017

### HAWAII PACIFIC UNIVERSITY

#### **BSBA, Major in Finance**

Honolulu, HI

December 2011

### PENZA STATE UNIVERSITY

#### **BS, Major in Computer Science, Minor in Economics**

Penza, Russia

June 2007

- *Leadership:* won two Regional Database Architecture Competitions in Russia and advanced to National

## PROFESSIONAL EXPERIENCE

### **RINGLEADER – Early stage wedding planning software startup**

Westwood, CA

#### *Co-Founder*

January 2016 – March 2017

- Ran and recorded over 100 customer interviews, translated findings into a product roadmap
- Created weekly website activity reports distributed to the founding team using Google Analytics and Facebook Ads Manager
- Established KPIs and tripwires to help measure product market fit and to make timely pivoting decisions
- Drove customer behavior analysis, focus groups and usability studies to guide product strategy
- Developed an automated financial model to cater to frequently changing pricing and business model decisions
- Conducted an in-depth competition analysis, visually organized findings which proved to be crucial for VC presentations
- Recruited a team of five developers and QA engineers; coached engineers on best practices of Agile Methodology

### **DISNEY/ABC TELEVISION GROUP**

Burbank, CA

#### *Technology and Operations MBA Intern*

June 2016 – December 2016

- Led the development of two patentable ideas for the Radio Disney App in the mixed reality space through facilitation of a 24-hour brainstorming session and follow-up meetings for a cross-functional team of six; patent applications are currently pending
- Used a visualization technique to discover an opportunity in an internal asset management workflow, recommended a resolution resulting in at least 35% cost savings on all international asset deliveries for ABC Network TV shows
- Mapped and analyzed technical capabilities of 250+ major affiliates resulting in 75% increase in number of local channels included in the cloud delivery rollout

### **YOGAWORKS – National yoga studio chain**

Santa Monica, CA

#### *Business Analyst MBA Intern*

October 2015 – March 2016

- Led an ad hoc team in identifying M&A targets in new demographic areas; developed key metrics and a filtering strategy that funneled the target list from 4500 to 25 companies presented to the executive board
- Built a model for predicting studio success that streamlined forecasting strategies for budget and marketing effort allocations
- Produced a customer segmentation strategy based on the results of historical data analysis resulting in major changes for marketing

### **MONARCH BAY SECURITIES – Startup investment bank**

El Segundo, CA

#### *Operations Manager*

October 2012 – June 2015

- Initiated and executed a complex cross-functional cloud platform implementation that eliminated paper filings
- Simplified onboarding process by creating original training plans, reducing training time by at least 60%
- Spearheaded continuous process analysis in order to develop and implement new operational procedures and best practices which resulted in 80% reduction in regulatory response time and 50% decrease in follow up requests
- Built an automated daily reporting tool for trading activity of 36 stock traders to ensure visibility and compliance
- Innovated and deployed an error correction system which reduced error losses by 90%, created an original user manual
- Produced due diligence packages for potential deals that included financial models, competitive analysis and legal paperwork

### **XIVIC – Startup digital agency**

West Hollywood, CA

#### *Product Manager*

June 2012 – March 2013

- Created UX flow, back and front-end wireframes, mockups and specification documents for new mobile and web applications such as fantasy basketball and auto claims apps
- Built and prioritized project backlogs for front-end/back-end mobile and web development teams in Romania

### **RINKENS INTERNATIONAL – International freight forwarder**

Paramount, CA

#### *Sales Operations Associate*

October 2007 – April 2012

- Served as a primary point of contact for multiple cross-functional teams in EMEA, Asia, Australia and Hawaii
- Developed statistical analysis, P&L and trend reports to make quantifiable decisions about sales guidelines and best practices
- Established an online presence strategy for the company, led construction of multiple websites and SEO efforts that brought the main landing page to the top of Google search

## QUALIFICATIONS & INTERESTS

**Languages:** English and Russian (Fluent/Business), Spanish (Basic)

**Tools:** JIRA, MS Project, SharePoint, OminGraffiti, Slack, Asana, MS Office, Salesforce, HTML, C++, SQL, R, Axure