

KAYLA PADILLA

kaylapadilla.org

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA, MARSHALL SCHOOL OF BUSINESS, Los Angeles, CA Class of 2024
Master of Science in Entrepreneurship and Innovation, May 2024

- ◆ Relevant Coursework: Spreadsheet Modeling for Business Insights, Venture Feasibility, Problem Solving for Early-Stage Companies

UNIVERSITY OF PENNSYLVANIA, WHARTON SCHOOL OF BUSINESS, Philadelphia, PA Class of 2023
Bachelor of Science in Economics, *Concentration: Finance and Management*

- ◆ Relevant Coursework: Corporate Valuations, Accounting and Financial Reporting, Consumer Behavior

WORK EXPERIENCE

GOOGLE, Chicago, IL, *Large Customer Sales BOLD Intern* May 2022 – August 2022

- ◆ Completed Sales School training on Google's various advertising platforms alongside Heads of Industry, Account Executives, and Account Managers
- ◆ Supported Google's largest-spending clients across two rotations specifically focusing on YouTube and Search optimization
- ◆ Completed a summer-long analysis of the American Sales Associate Program's internal and external marketing efforts and presented findings to the Sales program head and managers

CITY NATIONAL BANK, Online, *Entertainment Banking Intern* May 2021 – August 2021

- ◆ Sat in on business management and client meetings to assess their financial and investing objectives
- ◆ Reviewed financial statements and analyzed weekly, monthly, and quarterly performance of high-net-worth individuals
- ◆ Spearheaded City National Bank's Donor-Advised Fund initiative through the creation of marketing materials

ALLIED UNIVERSAL, Tustin, CA, *Finance Intern* Summer 2019

- ◆ Directly assisted the Vice President of Finance in monthly Vertical Reporting and analyzing how we view our company's Direct Expenses
- ◆ Worked closely with our team's Pricing Analyst in creating templates for a 3-million-dollar security bid

LEADERSHIP AND EXTRACURRICULAR ACTIVITIES

COLLEGIATE WOMEN'S BASKETBALL TEAM, NCAA Division I 2019 - Present

- ◆ Completed three seasons with the University of Pennsylvania, serving as a 2-time captain; using last year of eligibility to compete as a graduate student for the University of Southern California
- ◆ 3x First-Team All-Ivy, 2x First-Team All-Big 5, and 2020 Ivy League Rookie of the Year postseason awards

THE SIDELINE POST, *Founder and Editor-in-Chief* April 2020 - Present

- ◆ Developed a [media platform](#) to amplify the voices of today's collegiate athletes
- ◆ Generated over 18,000 website page views and published 20+ full-length stories in our first year of existence

GOOGLE BOLD IMMERSION PARTICIPANT, *Online* July 2021 – August 2021

- ◆ Selected as 1 of 60 students to participate in a three-week program focused on skill-development and exposure to the tech industry hosted by Google

SKILLS

Language: Conversational Spanish and Mandarin

Skills: Proficient in Microsoft Word, Excel, Powerpoint, Google Suite, Youtube, Google Ads, Salesforce, Canva, Social Media Management, Final Cut Pro, Website Analytics, Project Management, Public Speaking