

## ISABELLA DREYFUSS

Citizenship • Brazil, EU (Germany), and USA

### EDUCATION

- DUKE UNIVERSITY**, Trinity College of Arts & Sciences, Durham, N.C. May 2014  
**GPA:** 3.3 Bachelor of Science in Neuroscience, Minor in Economics, Markets & Management Studies Certificate
- Abroad: NYU Stern School of Business in Italy, London School of Economics, Sanchez-Casal in Madrid
  - High School: Pine Crest Preparatory School, 4.4 GPA with 33/36 ACT Score Combined May 2010
  - Training Programs: Stanford Summer Institute in General Management, Duke's Financial Education Program
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### WORK EXPERIENCE

- Pet Friendly North America**, *Internet Marketing Analyst* January 2015 – Present
- Researched and developed online store for Pet Friendly North America, a series of 400 websites dedicated to traveling on vacation with pets
  - Enhanced websites with HTML coding and affiliate deep linking, a special code that allows the company to be paid for online sales, without the need to ship
- J.P. Morgan**, *Private Bank Analyst* June – January 2015
- Provided recommendations on tailored solutions and financial strategies for existing and prospective clients of \$1-5 Million minimum net worth, while supporting an entire team of 8 advisors and 4 assistants
  - Prepared MAPS or Morgan Asset Projection System analysis, pitch books, performance reviews, and meeting materials as I built full coverage for Private Client Direct teams and direct client coverage
- “Neuroscience of Choice” Course at Duke University**, *Professor* Fall 2013
- Taught a 20 person, for-credit course with an original syllabus that evaluated neuro-marketing decisions and performed a human brain dissection published in Duke's newspaper *The Chronicle*
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### RESEARCH EXPERIENCE

- Dan Ariely's (Author of *Predictably Irrational*) Lab**, *Lab Resident Assistant* Fall 2013
- Managed research for the “Mastery-Identity Link” in a new upcoming published behavioral economics book and coordinated a sub-study of pain-signaling with eye-tracking devices and EEGs
- Neuroeconomics Lab**, *Lab Instructor* Spring 2013
- Conducted experiments in Duke's Fuqua School of Business to evaluate the neurological components of decision making when consumers are faced with marketing strategies
- NIMH Internship**, *Lab Intern* Spring 2013
- Lead clinical trials in the Child Psychiatry Dep't on brain imaging studies in order to research the developing brain and variations in the sex chromosome for today's diseases, such as Klinefelter's syndrome
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### LEADERSHIP INVOLVEMENT

- Duke Varsity Women's Crew**, *Stern Pair Rower* 2010-2012
- Competed in the Division 1 team sport as a rower, student-athlete, and representative of Duke University
  - Dedicated 25+ hours/week with a boat of 2-8 members to regional meets and competitions
- Executive Board of BOW (Business Oriented Women)**, *Newsletter Chair* 2010-2014
- Improved market strategy events focusing on specific issues for women in Marketing and Finance, while partnering with Morgan Stanley, J.P. Morgan, and Goldman Sachs
  - Created a Mentorship Program for in and outside networking
- Morgan Stanley Sales & Trading Enrichment Program**, *Selected Participant* April 2012
- Developed skills through trading simulation and shadowed jobs within Fixed Income and Institutional Equities, Early Insights for Blacks & Hispanics, along with Equity Research Early Insights
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### SKILLS

- Certificates of Completion: HTML, Wordpress, PowerPoint, Excel
- Languages: Proficient in Portuguese (Trained at Berlitz Portuguese), Proficient in Spanish, Beginner in Italian