

Angelina Hernandez

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EDUCATION

University of Pennsylvania - The Wharton School, Philadelphia, PA

May 2028

B.S. Economics | Concentration: Marketing & Retailing

Relevant Coursework: Business Economics & Public Policy, Legal Studies & Social Values, Mathematics of Change

Mount Pleasant High School, Mount Pleasant, TX

May 2024

Relevant Coursework: Business Principles, Introduction to Marketing

WORK EXPERIENCE

Arc70 Capital LLC | Real Estate Finance & Valuation Extern

December 2024 - Present | Remote

- Practiced Excel financial modeling (conditional formatting, pivot tables) to analyze data efficiently
- Completed a market analysis to create rent data collection sheets
- Exposed to revenue, expense, cash flow, and valuation models to conduct sensitivity and investment analyses

Unriddle | Growth Marketing Intern

December 2024 - March 2025 | Remote

- Publish 20 promotional videos weekly for Unriddle to drive platform growth; 20MM+ accounts reached
- Analyzed user engagement metrics to craft data-driven content strategies and increase product acquisition

Ise AI | Strategy & Content Marketing Intern

September 2024 - December 2024 | Philadelphia, PA

- Executed three impactful marketing campaigns, managing 100+ SKUs and social media marketing content calendars to boost customer acquisition; weekly content and product reviews with Columbia and Wharton MBA's
- Produced high-performing short-form video content for LinkedIn, Instagram Reels, and TikTok, driving 100k+ impressions with data-driven strategies

Veritas Impact Partners | Management Intern & Internal Tutor

April 2024 - December 2024 | Remote

- Tutored 50+ students across multiple cities, including Boston, Chicago, Dallas, and Atlanta, amassing over 100+ hours of personalized instruction tailored to ADHD learning styles; used Canva for educational decks
- Developed tutor portal on LearnToBe.com

Whataburger | Team Member

May 2021 - July 2024 | Mount Pleasant, TX

- Delivered exceptional service as cashier, order taker, and cook, ensuring operational efficiency and customer satisfaction in high-pressure settings
- Enhanced customer service and communication skills through daily interactions with 200+ customers daily, resolving challenges with professionalism and poise

ORGANIZATIONS

Wharton Undergraduate Finance Club | Case Team

September 2024 - Present

- Analyzed balance sheets and income sheets; practiced DCF modeling to evaluate investment opportunities

Marketing Undergraduate Student Establishment | Finance Committee

September 2024 - Present

- Crafted a stock pitch for ETON Pharmaceuticals and learned how to navigate programs such as Refinitiv, Mintel, EMARKETER, IBISWorld, etc.

REACH at Penn | Personal Content Creation Committee

September 2024 - Present

- Create UGC videos for study companies (Revyze, Unriddle, Unstuck, etc.) and university lifestyle/studying content
- 3M+ users reached across YouTube, TikTok, and Instagram

Wharton Retail | Marketing Committee

- Initiated interview series at UPenn's campus revolving around current retail waves/trends
- Grew Instagram account to 250+ followers and reels with 2K+ views

SKILLS

Technical: Microsoft Office, Google Suite, Canva, Photo/Video Editing

Skills: Excel, Customer Acquisition, Market Analysis, Problem-Solving, Product Marketing, Content Creation, Customer Service

Languages: English (Fluent), Spanish (Native)