

# Marvin Thomas

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## EDUCATION

**New York University** Leonard N. Stern School of Business, May 2005

Bachelor of Science in Finance

International Course Work in Culture & Tourism: South Africa Jan. '04, Finance and Banking: Sweden March '04

## WORK EXPERIENCE

**Hemma** 2008-2009 - Brand and Business Development Advisor – secured startup funding of \$50k

**earBudding Inc** 2006-2008 - Marketing and Business Development Advisor—secured startup funding of \$25k

**Effervescence Inc** 2006 – Capital Raising Consultant - secured startup funding of \$15k

**Co-Founder / Brand and Business Development, www.apolloKIDZ.com** **Sept. 2010 - Present**

- Coordinate and produce audio, photographic, and video editorial content amongst international staff
- Supervise and assist in creation of art design and branding
- Create and assess social media marketing strategies, determine rate of return and identify how to optimize ROI
- Seasoned podcaster host of Men on Film and Apollokidz Tech
- Achieved 400% month-over-month growth via social and organic channels through distinctive content and partnership accrual

**Financial Analyst, Weill Medical College, Cornell University, NY** **March 2009 - Dec. 2010**

- Entered, tracked and assessed daily trends in payment requisitions utilizing SAP and internal systems
- Prepared recommendation reports for corrective compliance action and presented to managers
- Constructed ad-hoc reports for NY state and Cornell University internal audit and special requests
- Received and answered correspondence in the name of the College Compliance Manager
- Developed budgets including analysis and reconciliation of accounts, ledgers and grants
- Provided salary allocations to payroll
- Prepared VISA petitions/applications for foreign employees

**Financial Analyst, Bear Stearns, NY** **May 2006 - June 2008**

- Prepared weekly/monthly department wide performance reports of assets under management for P&L support
- Analyzed stock broker performance and compensation metrics to aid decision making of senior management
- Supported and conducted the opening/billing/analysis of over 60 third party money managers
- Coordinated on going investor relations support for the liquidation of Mosaic Capital hedge fund
- Rotated through sections of Management training program working in finance, legal, and billing

**Author and Business Development, GT Books LLC, NY** **Sept. 2004 - Feb. 2009**

- Author of *Students of Life: The compact guide to get the most out of yourself and the college experience*
- Created an email marketing campaign and handled the direct sales of over 6,000 copies and \$30,000 in revenue
- Established distribution channels and delivery systems to reach over 50 national locations
- Facilitated/keynoted nationwide workshops on student development and self-empowerment
- Supervised and worked closely with interns, staff, consultants and vendors
- Negotiated sponsorship deals with Con Edison, Random House, and National Mentoring Partnership

## SKILLS

Microsoft Excel Proficient, Access, Familiarity with SQL, BRIO, Hyperion, HTML, Google Analytics, Adobe Photoshop, Lightroom, Final Cut Pro, Search Engine Optimization, Collaboration and Social Media Tools, A/B Testing, WordPress

## AWARDS

Leonard Stern School of Business Sphinx Award: Leadership

NYU's President's Service Awards: Social Programming and Leadership