Anastasija Trusina

Business & Management senior exploring venture capital, finance and market research — curious about how startups grow, and learning by doing

Riga, Latvia · +371 26261014 · trusina.anastasija@gmail.com · linkedin.com/in/anastasija-trusina-at1

SKILLS

Research & sourcing: Market research · Desk research (secondary data) · Expert interviews · Industry & environment analysis (PESTEL, SWOT)

Analysis & appraisal: Quantitative data analysis · Qualitative data analysis · Investment appraisal (NPV, IRR, payback) · Sensitivity & scenario analysis · Customer & product profitability analysis

Presentation & communication: Presentations · Research writing · Strategy & communication · Cross-functional collaboration · Project planning

Tools: Excel (pivot tables) · SAP · PowerPoint · Word · Canva

EDUCATION

University of Essex — *BA (Hons) Business and Management* 2025 – 2027 (expected)

- Weighted average 69.8% (borderline First Class), approx. GPA 3.8/4.0

EDHEC Business School, Lille, France — *International BBA, first year (taught in English)* 2023 – 2024

RESEARCH PROJECT

AI Breast-Cancer Screening Feasibility Study — *independent research, University of Essex*

- Assessed whether an Israeli AI-screening startup's MRI solution could create value in Latvia: market need, technology fit, stakeholders and risks
- Interviewed a pharma Medical Engagement Partner; triangulated with OECD, EU and State Audit Office data; built PESTLE and SWOT analyses
- Concluded that system gaps (fragmented data, low participation) must close before AI adds value, and proposed practical fixes

EXPERIENCE

Novartis Baltics SIA, Riga, Latvia — *Customer Service and Demand Intern* Sep 2025 – Apr 2026

- Processed customer orders through an Excel master file linked to 3–4 workbooks, which also fed the Finance department's revenue reporting
- Uploaded, verified and cleaned raw data in SAP; coordinated deliveries and reviewed client orders with stakeholders across functions

Mountaire Farms Inc., Delaware, USA — *Export Sales Intern* Jun – Jul 2024

- Researched customers from the top 10 export countries in Africa and Latin America and built an Excel pivot-table analysis of their profitability by product (e.g. drumsticks, breasts, sizes) and overall
- Showed that the most profitable customers are not always the biggest buyers, and linked product demand to local eating habits to guide which markets to prioritise

Helping Hands – Lille, France — *Co-founder & President (nonprofit)* Sep 2023 – Apr 2024

- Built a nonprofit fighting food insecurity from scratch: used PESTEL to find growth opportunities, SWOT to set the work plan and a Gantt chart to track goals
- Promoted events with captions and Canva posters; managed donations and the association's bank account with the treasurer

CERTIFICATIONS, TESTS & LANGUAGES

Certifications: Financial Markets, Yale University, Coursera (2026) · Inferential Statistics, Duke University, Coursera (2024) · Tosa Excel 365 — Productive (2024) · Tosa Word 365 — Advanced, 870/1000 (2023) · Digital Skills, EDHEC (2023)

Tests: GRE General Test — Quantitative Reasoning 161 (2026)

Languages: Latvian (native) · Russian (native) · English (fluent, C1–C2) · French (A2)