LIDIA KHAYRULINA

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EDUCATION:

RUTGERS BUSINESS SCHOOL
Rutgers, The State University of New Jersey — Newark, NJ
Bachelor of Science, Management Information Systems and Finance — May 2028

- GPA 4.00; RU-ECO Treasurer, Peer Mentor, Beta Gamma Sigma, Tau Sigma, NSLS, Woman BUILD, Road to Consulting, McNair Scholar, 2026 RBS ELS Runner-Up, McKinsey.org Forward Alumna, Oxford Study Abroad, Fiserv + RU-N, ANY

HUDSON COUNTY COMMUNITY COLLEGE — Jersey City, NJ
Associate of Science, Business Administration — May 2025

- GPA 4.00; Model UN- E-Board Member, Phi Theta Kappa, NSLS, Sigma Kappa Delta, Hudson Scholar, NASA Scholar, HCCC B.E.S.T. Program, Harvard Model UN 2025, Mission 50 Pitch Competition – 2nd Place

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PROFESSIONAL EXPERIENCE:

BrainPOP-New Age Drinks — Hoboken, NJ
Sampling and Market Research Intern — Mar 2025 - Jun 2025

- Organized outreach to potential investors, communicated pitch deck, and tracked engagement via Excel.
- Designed press releases, business plans, and branding content to support strategic growth initiatives.
- Conducted market research, utilized Excel to organize data, and developed lifestyle marketing concepts.

We Care Movement — Jersey City, NJ
Marketing Intern — Oct 2024 - Feb 2025

- Rebranded visual identity by creating a reputable logo, updating website content, and designing notable flyers.
- Increased website engagement by enhancing its professional presence and user experience.
- Identified strategies for expanding student recruitment for organization's volunteering opportunities.

Oulier — Jersey City, NJ
AI Language Training Expert — Jun 2024 - Sep 2024

- Conducted A/B evaluation of AI-generated Russian translations, optimizing prompt design and improving linguistic quality and model performance.

El Especialito — Union City, NJ
Account Executive — Feb 2023 - Aug 2023

- Conducted outreach to general new business and marketed and sold display advertisements to clients.
- Ranked in top 3 among a team of 8+ account executives.

PROJECT EXPERIENCE:

Goldman Sachs Operations Job Simulation | Forage — Newark, NJ
Virtual Job Simulation | Spring 2026 — October, 2026

- Analyzed simulated financial data to identify issues in trade settlements and asset transfers for high-net-worth clients.
- Developed solutions to challenges involving Trading, Compliance, and IT, applying risk management and compliance.

Experiential Learning Showcase - Runner Up — Newark, NJ
Rutgers Business School | Spring 2026 — April 17, 2026

- Designed and presented a traffic law enforcement relational database using SQL, ERD modeling, and normalization (1NF–3NF), demonstrating how responsible AI could support fairness, transparency, and accountability in that area.
- Advanced through the Responsible AI infographic competition to be selected as a Top 6 finalist, ultimately earning Runner-Up recognition at the Experiential Learning Showcase.

Bloomberg Global Trading Challenge
Hudson County Community College | Fall 2024 — Jersey City, NJ
Team Captain — Oct 2024 - Nov 2024

- Led 4-person team in creating portfolio management investment strategies using Bloomberg Terminal analytics in a global trading simulation and coordinated data-driven trading decisions.

CAMPUS INVOLVEMENT:

- RU-ECO -Treasurer, MISA, Model UN, ALPFA RU-N, NABA, DECA, BASE, ASCEND, WIB, RFS, RU QFC

SKILLS:

- Technical: Excel (XLOOKUP, PivotTables, Power Query, Macros), SQL, Python, Bloomberg Terminal, Jira
- Certification: Google Data Analytics; Advanced Excel; Goldman Sachs Operations Simulation, Bloomberg Market Concepts
- Languages: Fluent in Russian; Beginner in Spanish