

Steven Persia

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EDUCATION

New York University, School of Professional Studies <i>B.S. in Sports Business, Pre-Law Track</i>	Expected May 2030 New York, NY
Mott Hall High School <i>Diploma, GPA: 4.0 — 5 IB Courses (85+) — NYS Seal of Biliteracy: English & Spanish</i>	Graduated Jun 2025 Bronx, NY

SKILLS

- **Languages:** English (Fluent), Spanish (Fluent) – New York State Seal of Biliteracy
- **Tools:** Thinkorswim, POS Systems, Microsoft Office, Google Sheets
- **Competencies:** Team Leadership, Operations Management, Community Outreach, Financial Markets, Event Strategy, Sales Automation, AI Marketing

EXPERIENCE

AI and Sales Automation Intern <i>EquiLend</i>	Summer 2026 New York, NY
• Led a redesign of the sales automation process, building a custom hub organized by product and sales stage with automated, funnel-triggered enablement emails • Developed an AI-powered Sales Copilot that analyzes deals and opportunities to generate real-time suggestions for account managers and BDRs during client calls • Partnered cross-functionally with sales and customer relations teams to align the tool with real user needs and workflows	
Project Associate <i>BFC Partners</i>	Apr 2026 New York, NY
• Collaborated with real estate developers overseeing a subsidized housing project in Coney Island, gaining exposure to project coordination and stakeholder communication	
Group Leader <i>WHEDco</i>	Jan 2024 – Jun 2026 Bronx, NY
• Supervised youth programming and managed parent communications, designing learning activities that improved student participation and academic growth	
Tech Consultant <i>Mott Hall High School</i>	Sep 2025 – Jun 2026 Bronx, NY
• Repaired school devices and integrated AI tools into classrooms, ensuring all students had working tech	
Manager <i>BBQ Luso</i>	Aug 2021 – Jun 2025 Perth Amboy, NJ
• Led a team of 10 staff members, overseeing daily operations and team performance management • Operated various POS systems and upheld high customer satisfaction standards	
Video Production Coordinator <i>Madison Square Garden</i>	Jan 2022 New York, NY
• Worked with executives and producers to orchestrate interviews with Hall of Fame athletes and artists	

PROJECTS & INITIATIVES

Stock Trading Instructor & Client Manager – Thinkorswim	Jan 2025 – Present
• Led weekly trading sessions with a \$100K paper budget; now managing real client accounts on Thinkorswim	
MSG Rockettes Event Design – Madison Square Garden	Jan 2026
• Led team of 10 designing a Rockettes event at MSG targeting demographic expansion; won Best Presentation award among all competing teams	
AI Glasses Pitch – Fordham Corporate Communication Competition	May 2025
• Led team of 6 pitching AI glasses for hearing-impaired Amazon employees to donors at Fordham University, securing 1st place – the first in Mott Hall High School history	
New Balance Sponsorship Pitch	Feb 2026
• Pitched and secured New Balance sponsorship, delivering equipment and coaching to Mott Hall athletes	

LEADERSHIP & ACTIVITIES

Youth Ambassador <i>Running Club</i>	Aug 2025 – Present
• Promoted youth athletic development in the Bronx, supporting programs awarding \$200,000+ in scholarships	
Peer Group Connection Leader <i>Mott Hall High School</i>	Sep 2023 – Jun 2026
• Mentored incoming freshmen through weekly sessions easing the middle-to-high school transition	
Build On Ambassador <i>Community Service</i>	Mar 2023
• Delivered food to homeless families across the Bronx through the Build On community initiative	

HONORS & RECOGNITION

- **YES Network Bronx Beat** – Featured on Emmy-winning program as a Bronx gem, live on all YES platforms (Apr 2026)
- **New York 20 Under 20 Nominee** – Recognized for outstanding young leadership in New York (Feb 2026)
- **My Brother's Keeper** – Selected participant in mentorship and leadership development program (Nov 2024 – Feb 2025)