

MARK KLEYNER

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EDUCATION

UNIVERSITY OF EDINBURGH, MA Economics and Geography **2018 – Present**
First Year Average: 1st Class (71%). Economics School 1st Year Rep, Geosciences School 1 & 2nd Year Rep: promoting joint-honours reform

- Leveraged position as Geosciences 1st & 2nd year Rep to create greater student representation on joint-honours programmes within Geosciences
- SLATE Programme Fundraising Committee Member, engaging alumni & firms and organising events to raise funds for Economics research trip

UNIVERSITY COLLEGE SCHOOL (London), High School Diploma **2007 – 2018**

- 12 GCSEs (8A*,4A); 5 A-levels (A*,A*,A,B,C); EPQ (A*)

RELEVANT WORK EXPERIENCE

THE WEDNESDAY GROUP LLP **September 2019 – Present**
Senior Consultant [Consultant September 2019 – January 2020] Edinburgh, UK

- Working in 4-person business development team on strategy, restructuring and expansion activities on an 8-week project
- Analysing M&A rationale and investigating market entry strategies for The Wednesday Group's Future expansion around the UK
- Compiling a detail-oriented opportunity evaluation report to present key findings and recommendations to the company's board of directors

IQVIA **July – August 2019**
Summer Insight Programme Participant London, UK

- Explored divisions through fast-paced rotations across Commercial, Real World and Business Support Teams and engaged with business leaders
- Worked with analytical units within Consulting, Business Intelligence and Technology Solutions teams on case studies, reviewing the usage of AI and ML to match flexible client needs with bespoke, innovative solutions, accessing how to maximise clients' returns on investment

BETTER NATURE **June 2019**
Summer Business Analyst London, UK

- Investigated market diversification, forecasted growth and calculated market penetration gains via innovating commercial product line developments and comprehensive market analysis. Surpassed target deadlines to deliver a detail-oriented report saving on £200k+ investment
- Pitched opportunity evaluations to founders and advised an agile workflow integration. Attained CEO support for research conclusions

MCKINSEY & COMPANY **April 2019 – May 2019**
Solve It UK Consultant Edinburgh, UK

- Directed a strategy team researching revenue growth optimisation strategies for social-mobility accelerators within the charity sector
- Modelled end to end digital strategy with implementation road map to grow social mobility company's client base by 212% by 2021

MCKINSEY & CO. **July 2018**
Leadership Academy Trainee Crowthorne, UK

- Developed leadership and teamwork through intensive coaching by McKinsey consultants, prepared & presented business transformation advice
- Trained for, designed and pitched a presentation, where I leveraged my entrepreneurial mindset in a project simulating McKinsey engagement

OTHER WORK EXPERIENCE

BAIN | BCG | BURGESS SALMON | CITI | EY | FACEBOOK | GORS | GSK | HSBC | HUBSPOT | JARDINE MATHESON | M&G INVESTMENTS | NOMURA | SIMON KUTCHER | SWIRE | TRAVERS SMITH | WOOD MACKENZIE **2017 – Present**
Insight Days and Entry-Level Experience London, UK

- Explored agile development, GCM, HR, IB, IT, legal, marketing, private wealth, research & supply divisions, winning 3 of 5 case-competitions
- Investigated competitors, key research developments and innovations within oil & gas, microfinance, retail, IT, legal and pharmaceutical sectors

CITI **October 2019 – November 2019**
Institutional Banking Virtual Internship – Inside Sherpa Programme Edinburgh, UK

- Successfully completed task modules preparing company-and-industry overviews on a Gaming Sector M&A deal using Comparables and a DCF
- Constructed an optional portfolio to track and outperform the ASX200 for 2 different investor profiles for a model AUD\$1bn fund allocation

DMA TALENT **March – April 2019**
Data Laboratory and Data Academy Data Analyst London, UK

- Researched effective customer segmentation, RFM modelling and technological developments in data analytics for strategic & digital consulting
- Pitched multifaceted marketing strategies addressing increased advocacy and customer-market expansion for Ralph Lauren and prepared data-driven growth restructuring solutions for the TFL and the London Council, leading market research and data analytics team respectively

HERMITAGE CAPITAL MANAGEMENT LLP **August 2017**
Assistant to Head of Market Research London, UK

- Analysed 5 years of monetary flows through Estonian banks and designed a framework for identifying and flagging suspect transactions
- Conducted due diligence on suspicious transfers of €1-10m, ranked likelihood of money laundering and provided RU-ENG translation support

LEADERSHIP POSITIONS & VOLUNTEERING

SCHOOL OF GEOSCIENCES (EDINBURGH UNIVERSITY) **September 2019 – Present**
Social Media Coordinator (GeogPals Peer Assisted Learning Scheme Team) Edinburgh, UK

- Liaise with key stakeholders across the School of GeoSciences & the University's Student Association (EUSA) promote GeogPals skills training
- Run lessons, facilitating extra teaching and support across Human and Physical Geography modules by helping students improve working habits

EDINBURGH UNIVERSITY GEOGRAPHICAL SOCIETY (GEOGSOC)

May 2019 – Present

Corporate Affairs Manager

Edinburgh, UK

- Arranging corporate sponsorships and academic partnerships for GeogSoc; building frameworks for annual 'GeogSoc' careers events & fairs
- Organised the 1st Geography-themed networking campus event, connecting 12+ firms to 40+ interested students and Geosciences KOPs
- Lead organiser of GeogSoc Careers Fair 2020 – the first GeogSoc careers event run to celebrate the 85th anniversary of Edinburgh GeogSoc
- Supporting optimisation initiatives within GeogSoc to raise student satisfaction and promoting collaboration with the Geography Association

MODEL WTO EDINBURGH

May 2019 – Present

Head of Research and General Activities Manager

Edinburgh, UK

- Founded the MWTO Research and Discussion Group to promote research into and discussion of key Global Trade issues
- Developed a framework for, and now coordinating, E-Skills training to increase academic engagement with the WTO's functions
- Managing the organisation of 3+ operational teams at MWTO Edinburgh such as Magazine and Blog Publication & Research teams

EDECONSOC INVESTMENT BANKING CLUB

April 2019 – Present

M&A Case Coordinator; Marketing Officer

Edinburgh, UK

- Independently researched M&A Deals, created a pitchbook and won UoE's 2018-19 M&A Competition, stressing market diversification gains
- Designed a user-friendly guide for using CapitalIQ, Ibis World, Bloomberg and similar financial tools for M&A Research for aspiring members
- Analysed Profit & Loss Statements and forecast ROI for a biopharma acquisition, using Comps, DCF+WACC & Precedent valuations

EDINBURGH UNIVERSITY TRADING AND INVESTMENT CLUB (EUTIC)

January 2019 – January 2020

Equity Research Analyst

Edinburgh, UK

- Supervised and mentored a project team and successfully pitched ETFs and rare-disease biopharmaceutical equities, adapting to tight deadlines
- Used Bloomberg Terminals and Capital IQ's databases and built accurate DCF models for Mergers & Acquisitions deals & transactions research
- Convinced Fund Team to invest £2500+ in recommended stocks – the only EUTIC alternative-sector analyst to successfully secure investment

ALZHEIMER'S SOCIETY

December 2017 – June 2018

Project Support Volunteer

London, UK

- Managed and optimized excel databases, using live data sets to present on insights gained from liaising with stakeholders
- Built and delivered actionable dashboards for key stakeholders by applying excel pivot tables to create digital displays for marketing teams

ACHIEVEMENTS & AWARDS

- European Consulting Summit 2020 – Our team placed top 3 out of 32 Top European Universities in a 'TMT' sector consulting case competition
- Edinburgh University 2019 Investment Banking M&A Case Competition Winner, rewarded for accurate due diligence
- UK "Bebras" Computational Thinking Challenges 2016, 2017, 2018 - Certification of Distinction, ranked top 1000 in the UK
- UCS Computer Science Prize 2016, Geopolitics and International Relations Prize 2018
- National Linguists Competitions 2016, 2017, 2018 - Bronze Award

SKILLS & PERSONAL INTERESTS

Technical Skills: Basic HTML5, CSS, Python, JavaScript. Proficient in MS Office, Client Support/System Administration

Languages: Native in English and Russian. Limited working proficiency in French. Basic working proficiency in Spanish

Interests: Polemology, Competitive sports, Travelling, Development Economics, Geopolitics, SDGs, WTO negotiations

Sports: Edinburgh GeogSoc Hockey 1st XI (top scorer 2019/20), UCS Hockey 1st XI (top scorer 2016/17), UCS Chess 1st VI, UCS Tennis 1st VI, Casual Teams: Ping Pong, Swimming & Volleyball

EXTRA EDUCATION

BIZINTRA TRADING ACADEMY, On-Demand Trading Course

October 2019 – February 2020

- Sponsored to study trading psychology, commodity training, economic indicators and risk management, while managing a portfolio of £400

YALE UNIVERSITY, Online Course

June – July 2019

Financial Markets – Econ 252 (with honours), Grade: **99.4%**

- Explored Behavioural Finance, Equity Markets, Insurance, P&L reports and price indexes like S&P's Case Shiller Index via US case studies
- Studied underwriting, financial management & innovations in financial markets, researching financialisation of housing and market connotations

UNIVERSITY OF SOUTHAMPTON, Summer Course

July 2017

Electronics and Computer Science University Summer Course

- Studied and evaluated encryption and cryptography techniques like Enigma and Venona codes and achieved a team award for resilient effort
- Assessed hardware engineering pathways through and gained exposure to electricity supply chains focussing on windfarm grids

STANFORD UNIVERSITY, Online Course

June – September 2017

CS101 Introduction to Computer Science, Grade: **97%**

- Studied data structuring, analogue-digital differences, learned about normalisation and principles of computer hardware and components
- Learned how to use JavaScript for digital image manipulation, including transposition and colour-contrasting

IMPERIAL COLLEGE LONDON, Summer Course

July 2015

Web Development: HTML5/CSS/JS/jQuery

- Designed website for prototype translation company from scratch, using a combination of HTML, CSS and JavaScript
- Analysed JavaScript and jQuery usage in programming, implemented skills to visually enhance template webpages and tracked marketing metrics