

Ezra Mosseri

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Work Experience

PRODUCT & STRATEGY CONSULTANT , & BUSINESS DEVELOPMENT • MOBURST N.A. • NEW YORK, NY – 1/2015-PRESENT

- Work with clients to create and optimize apps toward specific product and business KPIs through mobile product and business strategy recommendations.
- Recommendations include but are not limited to overall strategy and specific UX recommendations, analytics platform and events usage and implementation, wire-framing, app screen mapping and mock-ups, user flow recommendations, and user story telling.
- Leverage big data, analytics and user feedback from constant A/B testing to increase retention for a finance app by over 200%, conversion on a social app by 180%, virality of a retail app by 3x, among other KPIs.
- Interface and engage engineering, design, creative, marketing and finance teams throughout projects.
- Helped Moburst optimize business development efforts, increasing pipeline by 450%, and efficiency by 3x.

COFOUNDER & CEO • EXCELERATR • NEW YORK, NY – 06/2012-03/2014

- Cofounded EdTech Startup that aimed to connect motivated high school students to extracurricular opportunities.
- Developed, designed and created a minimally viable product along with cofounder and engineering/software development team.
- Launched a small private beta with several high schools in NYC as well as select internship provider partners.
- Exceleratr, and the Exceleratr team was absorbed into a private school board in June 2013. Stayed with the project for 8 months following (through Feb. 2014)

DIRECTOR OF IT AND E-COMMERCE • HOMEGOODS PLUS • BROOKLYN, NY – 04/2012-03/2015

- Leveraged existing e-commerce solutions to help develop and launch a unique and proprietary web-store front for HomeGoods Plus at homegoodsplus.co.
- Established the domain, connected perviously existing business (amazon.com, ebay.com), and laid the foundation for the team to continue to update their own site easily and seamlessly.
- Built out front and features with HTML/CSS and back end features using PHP, JS, MySQL.
- Ran business development campaigns including e-mail marketing, paid media, and web-store branding.

WEALTH MANAGEMENT INTERN/PT ANALYST • MORGAN STANLEY SMITH BARNEY • NEW YORK, NY – 07/2011-05/2012

- First college Freshman to work at branch.
- Worked directly with VP, CFP at MSSB Wealth Management.
- Helped build financial plans which included (but were not limited to) ETFs, IRAs, Stocks, Bonds (Municipal & otherwise) and other misc insurance products. Forecasted assets and entire portfolios for client presentation.
 - [Notable: found & recommended Ally Bank (General Motors' affiliate) low rated bond with high interest rates through maturity & substantial survivor clause—maximizing value for older clients /their beneficiaries]
- Implemented a brand new portfolio management software to seamlessly make transactions for multiple clients at one time.

Education

NEW YORK UNIVERSITY • NEW YORK, NY – 2011-2015

GPA: 3.7

Bachelor of Science – Management, Organizational Management, Web Development and Applications

INTERDISCIPLINARY CENTER • HERZLIYA, ISRAEL – 2014

Positive Psychology, Prof. Tal Ben-Shahar

CORE18 LEADERS LAB • GLOBAL – 2014-PRESENT

Core18 is a highly selective, intensive and involved Jewish social entrepreneurship fellowship and business incubator.

ILEAD LEADERSHIP DEVELOPMENT • GLOBAL – 2011-2014

The ILEAD Leadership Development program is a 4 year course that develops a select group of students into leaders through varied styles of leadership training. Graduated phase one with distinction, and received the Immaculate Award upon completion.

Software Apple OS, Microsoft Office, Google Drive, Adobe Photoshop, Adobe Illustrator, Python, HTML, CSS, Javascript (elementary), PHP, SQL.

Languages English, Hebrew, Spanish (Limited), French (Elementary)