

Daniella Krayzelburg

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EDUCATION

University of Miami Herbert Business School

Coral Gables, FL

Bachelor of Business Administration in Entrepreneurship, Minor in Marketing

May 2026

- **Honors:** Presidential Scholarship; The Provost's Honor Roll; The Dean's List
- **Relevant Coursework:** Entrepreneurial Consulting, Professional Selling, Growing the New Venture, Digital Marketing, Fundamentals of Finance, Business Law and Ethics, Business Analytics, Strategic Management, Marketing Analytics, Operations Management, Critical Thinking and Persuasion for Business

WORK EXPERIENCE

JSF Financial

Los Angeles, CA

Financial Planning Intern

June 2025 – August 2025

- Created and updated Morningstar reports and financial models for individual and ultra-high-net-worth portfolios; analyzed asset allocations to assess risk profiles, identified accounts for reallocation, and ensured accuracy in investor committee materials and end-of-quarter reporting
- Researched top-performing 401(k) and 529 plans to evaluate current holdings and provider performance, identifying opportunities for strategic improvement
- Prepared and presented original presentations on key initiatives, including the "One Big Beautiful Bill," a company-wide 529 plan comparison, and a client outreach event focused on youth financial literacy

Olfactory NYC

Miami, FL

Scentologist

January 2025 – June 2025

- Engaged and educated clients on Art of Fragrance, shared knowledge of high-quality oils and guided in creation of custom signature, to ensure memorable and luxury retail experience

Sunlife Organics

Los Angeles, CA

Shift Lead

August 2021 – July 2024

- Upheld Sunlife Organics' ethical standards, leading to promotion and becoming youngest shift lead
- Contributed to weekly management meetings, actively engaged in strategic discussions on sales performance, labor management, operational efficiency, customer satisfaction metrics, and setting targeted goals
- Led training program for new hires following completion of menu preparation and nutritional supplements certification, covered all operational aspects from menu items to customer service excellence

LEADERSHIP EXPERIENCE

University of Miami Herbert Business School

Coral Gables, FL

Consulting Student, FUKU Restaurant

January 2026 – April 2026

- Conducted primary market research to identify target audiences across UMiami students and Coral Gables community, analyzed dining behaviors, preferences, purchase drivers and designed marketing plan
- Created scalable blueprint to outline launch strategies, events, partnerships, on-campus activations and increase awareness, leading to repeat visits and success factors for entering additional university markets

Marketing Consulting Student, SÖLACE Boats

January 2026 – March 2026

- Developed end-to-end marketing campaign to reposition luxury boat manufacturer toward younger affluent consumers while maintaining brand prestige, through activations, partnerships, and social media strategies

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in Russian

Technical Skills: Microsoft 365, Google Workspace, Tableau, SPSS, RStudio, Canva

Activities: ISL Social Media Intern; Learn to be Volunteer; Oceanman Volunteer

Interests: Pilates; Adventure and Cultural Travel; Plant-Based Recipe Development; Food Content Creation