

Iren Ganeva

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www.iren-ganeva.com

PROFILE

Planning to pursue a JD degree in International Law. Interested in an entry level position or internship in an international non-profit organization or law firm that requires excellent interpersonal, organizational, and cultural sensitivity skills. Welcomes assignments in International Law; Human Rights; Diplomacy & International Affairs; International Management; International Trade Negotiations; Organizational Leadership Behavior and Development; R&D, Project Management and related areas that are continuously challenging and offer opportunity for professional growth. *Highly interested in working for the UN or affiliated organizations* Volunteer opportunities welcome. F1 status holder.

EDUCATION

Illinois State University, Normal, IL

Bachelor of Science

December 2008

International Business; Management - Organizational Leadership

- Honors Program

WORK EXPERIENCE

Computer Brain, Inc.

March 2009 - Present

Market Research Analyst

- Responsible for researching market trends in the computer hardware and software industry in order to develop marketing and sales programs to reach new and developing identified sectors.
- Responsible for analyzing consumer reports for the industry, not only locally but nationally, and for creating forecasts for annual sales budgets based on analysis of the figures.
- Prepare reports including customer demographics, buyer preferences, and consumer buying habits in order to factor the demand for the company's products.
- Plan and implement new marketing strategies to build a wider customer base.
- Oversee the customer data of the sales associates, and build reports based on this data.
- Build market analysis to identify the company's weak spots as well as strong points that attract customers.
- Report directly to the President of Computer Brain.

Talent Intelligence, Inc.

September 2008 – December 2008

Knowledge and Innovation Intern

- Researching organizations in the U.S., U.K. and mainland Europe that specialize in **thought leadership, talent management, succession planning, and leadership risk management**. Creating a database of companies and institutions and their subject matter experts, as well as organizational mapping of their sponsor companies and business and social relationships.
- **Global company/industry profiling** - prepared detailed briefing papers on global Fortune 200 companies reflecting company dimensions, leadership type, analysis of business strategy and future business expansion plans, identifying 'talent' or 'skills' gaps, geographic analysis of current footprint and future growth footprint, current research and intelligence, industry/economy and competitors activities.
- **Underpinning active client accounts** - internet research and phone verification of top executives in the Medical and Business fields as potential human capital contacts. *Corporate Activity* and *Executives on the Move* briefing papers for major clients in the retail business.
- **All completed work and information will be used** on the company's website, talentintelligence.com; in correspondence and evaluation of prospective global clients; and on the corporate intranet for internal use of the offices in the U.S., U.K. and the headquarters in Australia.

PROFESSIONAL SKILLS

International Business and Cultural Sensitivity

- Plan and implement international marketing strategies at Computer Brain, Inc. to facilitate international trade contracts and build a wider customer base.
- Worked on projects involving global Fortune 200 companies and their Leadership Teams. Analyzed industry and competitor activities in the global field, and the current economic influence on future business strategies.
- Completed research projects and business cases in international business, management, marketing and multicultural communications, including a McDonald's Corp video conference project with students from Hong Kong.
- Completed culture profile cases and business environment research on Australia and countries in Europe, Asia and the Middle East.
- Frequently travel abroad.

Management and Organizational

- Develop and manage marketing, sales, and business development programs. Analyze market trends in the computer hardware and software industry. Creating forecasts for annual sales budgets based on the analysis of consumer reports and industry trends.
- Developed a highly effective inventory management system for Computer Brain, Inc. to facilitate sales and vendor returns that reduces the stagnant time inventory spends to the minimum and minimizes vendor return fees.
- Research and analysis of corporate structures, top leadership structures, corporate/business/functional strategies, economic influence, competitive environment, and future business strategies of global Fortune 200 companies such as Nokia, Royal Dutch Shell, Johnson Controls, Best Buy and more.
- Worked in cross-functional and self-directed teams, coordinating and delegating tasks. Team-training games.
- Completed a client project with University of Illinois 4-H Extension McLean County, and a community service *Make a Difference* project with Safe Harbor.

Interpersonal and Communication

- Developed a highly effective customer relations plan and database management for Computer Brain, Inc. that boosts the customer satisfaction to the top 97% as well as cuts the loss from customer returns and claims in half.

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- Worked in the corporate Chicago office of an Australian based company, Talent Intelligence, inc. experiencing foreign corporate culture in addition to interacting and working with a very diverse personnel of professionals and top executives. Experienced corporate hierarchy, organizational behavior, and organizational and social linking with coworkers and high rank executives from diverse nationality, cultural and social backgrounds.
- Developed high cultural adaptability and communication skills through work, college club activities, community service and contact with foreign persons.
- Enthusiastic and ambitious; sense of humor; self-starter; minimum supervision required; integrity; tenacity; team player; comfortable taking risks; adventurous spirit; easily adaptable to change; traveler.

Languages: Fluent English/Bulgarian • Intermediate German

Computer: PC and Mac formats, Microsoft Office Suite, MS Publisher, MS Project, CorelDraw Paint Shop, Adobe Photoshop, etc.

RELEVANT COURSEWORK

International Business Law • International Management • Multicultural Business Environment • International Marketing • Introduction to International Business • Introduction to International Relations • Politics Abroad • Team and Team Development • Organizational Leadership • Managerial Decision Making • Organizational Change and Diversity • Operations Management • Human Resources Management • Organizational Strategy • Marketing Research

INTERESTS

Politics and Diplomacy • the UN and the EU • International Affairs • International Relations and Negotiations • Human Rights • Cultures • Languages • Travel • Non-Profit Organizations • Multinational Organizations • Environmental Policy • Wildlife & Animal Protection • History • Tennis • Art • Photography • Drawing • Computer Technology and Software • Philosophy • Strategy games & training

ENDORSEMENTS

See www.iren-ganeva.com