

KATE SLUNKOVA

+ 1 917 257 48 55 | slunkova@stanford.edu | www.slunkova.com | www.linkedin.com/in/kateslunkova/

EDUCATION

- STANFORD GRADUATE SCHOOL OF BUSINESS - MBA Candidate** 2020 – 2023
Focus areas & involvement: Design For Extreme Affordability, Start-up Garage, Tech Club, Product Club, Education Club
- STANFORD GRADUATE SCHOOL OF EDUCATION – Master's Candidate** 2020 – 2023
Focus areas: Technology in Education, Cognition and Learning
- UKRAINIAN STUDENT ASSOCIATION AT STANFORD – Founder, Volunteer-coordinator** 2022
- Co-created Association of Ukrainian Students and Allies at Stanford and took leave of absence to focus on efforts to help Ukraine
 - Lead a team of 20 permanent members & hundreds of volunteers to drive fundraising, outreach, and events ([The Stanford Daily](#))
 - Co-led several Humanitarian missions, delivering med.supplies and equipment of value over \$5M ([one of missions: ABC7 News](#))
- NATIONAL UNIVERSITY KYIV-MOHILA ACADEMY** 2008 – 2012
BSc in Sociology, GPA 4.0

PROFESSIONAL EXPERIENCE

- CRIMSON EDUCATION – Product Manager Intern** Jun 2022 – Sep 2022
- Created the MVP for [marketplace](#) of educational products from concept to release in 10 weeks
 - Compiled product requirements, conducted RFP, and hired engineers; coordinated design, content gen, and data collection teams
 - Created product roadmap, outlined go-to-market and monetization strategy
- NOVELTY, Web 3 events platform – Product Manager** Dec 2021 – May 2022
- Led weekly sprints, influencing Design, Development, and Go to Market teams
 - Oversaw product roadmap; defined and analyzed success metrics
 - Conducted a series of need validation user interviews and product testing sessions
- BOOKING.COM – Strategy MBA Intern** Aug 2021- Sep 2021
- Conducted market research for expansion in Africa Market, analyzed competitors and market-specific product features
 - Developed and presented key insights and recommendations on 5-year emerging market strategy for core product
- ADOBE – Go to Market Strategy MBA Intern** Jun 2021- Aug 2021
- Spearheaded Sales Pipeline Generation Initiative for Experience Cloud and developed a Playbook of best practices for Sales Org
 - Outlined a long-term vision of Sales Toolkit, rethinking Sales Communication, Internal Information Sharing, and Sales Academy
- CAPSULE, Digital Pharmacy, Chicago - New Market Entry MBA Intern** Jul 2020 – Sep 2020
- Analyzed healthcare industry datasets and historical data to identify segments with maximum revenue potential
 - Designed and executed B2B market-entry, multichannel communication plan, achieving 30% higher than benchmark response rate
 - Led 30+ pitch meetings and integration calls with healthcare providers and developed a Market Entry Playbook for future expansion
- GRAY MATTER NYC, New York - Digital Strategy Consultant** Oct 2019 - Jun 2020
- Led integrated digital marketing campaigns, including design, execution, and traction of success metrics for 10 D2C brands
 - Leveraged web analytics to evaluate customer journeys, locate bottlenecks of traffic growth, demand generation, and conversions
 - Spearheaded emergency response to COVID to maximize marketing efficiency and retain ROI of digital programs
- HERSTORY WOMEN'S APPAREL, New York / Kyiv – Founder, CEO & CPO** Jan 2015 – Sep 2019
- Launched and grew an apparel line, acquiring 5k+ customers with 70% retention rate and 20+ retailers in Europe & North America
 - Coordinated cross-functional international teams in Supply Chain, Production, Creative, and Marketing & Sales
 - Partnered with 5 major apparel production sites and sourced materials internationally from China, Italy, and Turkey
 - Launched customer knowledge and satisfaction survey program, analyzed market trends and needs, and monitored competition
- Highlights: Featured in #100 Most Influential Women Entrepreneurs, Woman Magazine, Ukraine, 2018
Selected amongst 200 designers to represent Ukraine on granted SABIT program by US Chamber of Commerce, 2017
- PERSONAL SHOPPER LONDON (concierge agency), London - Co-founder, Key Account Manager, PM** May 2013 - Dec 2017
- Acquired and managed 50+ key accounts, providing holistic pre- and post-sales customer support
 - Prototyped PSL web & mobile app - personalized consumer experience for high-fashion shopping
 - Expanded partner-coverage to London, Paris, Milan, and New York and built a logistics network for shop-to-door worldwide delivery

SOCIAL ENTREPRENEURSHIP & INTERESTS

- Andreesen Horowitz TxO Mentor program** 2022
- Mentored Consumer Product startup on digital sales and marketing strategy
- Launched pro-bono Fashion Business Consultancy Program** 2018 - 2020
- Wrote, produced and presented 4 pro-bono webinars; mentored 12 early-stage fashion entrepreneurs
- Co-created Extracurricular Program for Professional Trade Schools** 2016-2017
- Created supplementary vocational curriculum and paid internship for 10 fashion-production trade schools
 - Developed calendar of industry speaker events & trade tours
- Skills: Excel, R, Python, SPSS, Salesforce, Amplitude, Jira, Adobe CC; English (flu.), Ukrainian (nat.), Russian (flu.), French (int.)
Interests: cognition & learning, behavioral physiology, photography, color theory, acrobatics