

WSO INTERNSHIP WORK SAMPLES

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MARKETING MATERIALS

- Wrote marketing materials for recently added case webinars to WSO's prep pack products. Wrote a total of four posts that were circulated to hundreds of thousands of users via front page promotions as well as email campaigns. Links too 2 of these 4 posts are below:

[i New Case Webinars in WSO Investment Banking Interview Prep Pack](#)

[i New Case Webinars in WSO Private Equity Interview Prep Pack](#)

HALL OF FAME PROJECT

- In partnership with the CEO, I executed the development of 17 nodes that would achieve a goal of showcasing the sites best content over the past decade, and would do so in a fashion that would be of the greatest value to the user. I was responsible for end to end development of the nodes from concept to final completion. Leveraged extensive knowledge of the investment banking and finance world to navigate thousands of posts in order to pull the best content across 15 topics including investment banking, private equity, hedge funds, equity research, asset management, corporate finance, consulting, sales and trading, fashion for business, markets & investing, and fashion for business. Developed the graphics end to end, going through multiple drafts of different graphics with different effects until the one seen below was chosen. Worked closely with the CEO to format the Hall of Fame sections as well as what relevant resources should be included. Built a total of 15 nodes end to end in HTML. Links to 4 of these Hall of Fames are below:

[i WSO Hall of Fame - Investment Banking Forum](#)

[i WSO Hall of Fame - Private Equity Forum](#)

[i WSO Hall of Fame - Hedge Fund Forum](#)

[i WSO Hall of Fame - Sales and Trading Forum](#)