

# Ezra Mosseri

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## Work Experience

### MOBILE STRATEGIST & BUSINESS DEVELOPMENT • MOBURST N.A. • NEW YORK, NY – 1/2015-PRESENT

- Help Moburst grow its pipeline and business. Implemented tools and technology to manage sales pipeline globally. Prospected and sold technology and service to companies and brands small and large.
- Consult on all aspects of the business, from finance to product– with a strong focus on mobile product and strategy. Helped with financials, fundraising, fiscal presentation, app user-flow, optimization, UX/UI refinement, media buying recommendations and more.
- Leverage big data and analytics to drive consulting decisions/recommendations.

### 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](http://homegoodsplus.co).
- Established the domain, connected perviously existing business ([amazon.com](http://amazon.com), [ebay.com](http://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 APM • 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)