ERICKA BRANDSMA

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EXPERIENCE

Column Software, PBC   **Miami, FL (Remote)**
Project Manager   *July 2022 – Feb. 2024*
- Grew annual revenue run rate by $6M by leading 8 enterprise customer onboardings & managing their custom integrations
- Oversaw Column's first acquisition and the highly technical post-acquisition transition which added $1M in yearly revenue
- Reduced go-live time by 40% and increased CSAT by 18% in 2023 by aligning cross-functional project workflows
- Built relationships with C-level stakeholders at top publishing groups (Lee Enterprises, Ogden, Washington Post, etc.)

Implementation Engineer   *Nov. 2021 – July 2022*
- Led the migration of our workflow management software from Process St. to Jira and operated as a Jira Admin thereafter
- Managed highly technical implementations and complex custom configurations using HTML, IDML, Typeform and Zapier
- Translated complex technical information into digestible documentation for both clients & internal cross-functional teams

Federal Reserve Bank of Chicago   **Chicago, IL**
Strategic Planning Intern   *June 2020 – Aug. 2020*
- Eliminated 300 work hours annually by assisting the Bank Services team with strategic planning process optimization
- Formulated and executed on long-term strategic roadmaps to aid with decision-making and project prioritization
- Selected from 60 interns to be the intern closing ceremony speaker given my ability to lead, unite and inspire the cohort

Aon   **Chicago, IL**
Risk Management Intern   *June 2019 – Aug. 2019*
- Aided with complex risk advisory for multinational corporations by analyzing pricing data & updating insurance programs
- Assessed cyber risk exposure for 6 Fortune 500 companies by assisting the Cyber Solutions team with statistical analysis
- Created dozens of custom client documents to portray risk mitigation strategies using data modeling and visualization

Einstein Project   **Green Bay, WI**
Engineering Intern   *June 2018 – Aug. 2018*
- Created, in a 3-intern team, the first computer science focused learning kit available for 15+ local middle schools to lease
- Led 300 K-12 students through STEM makerspace labs, facilitated engineering workshops and provided mentorship

EDUCATION

University of Wisconsin – Madison   **Madison, WI**
Double Major: Mathematics (B.S.), Economics (B.S.)
- **Relevant Coursework:** Econometrics, Economics of Growth, Computer Engineering, Probability Theory, Real Analysis, Matrix & Linear Algebra, Modern Algebra, Cryptography, Entrepreneurial Finance, Venture Creation
- **Awards:** Herfurth-Kubly Award Nominee, Louise Troxell Award Nominee, UW-Madison Dean's List
- **Organizations**: Economics Student Association (Executive Board all four years), Intercollegiate Mock Trial Team, Economics Tutor, The Undergraduate Journal of Economics, Intramural Soccer and Volleyball

PROJECTS and LEADERSHIP

Wisconsin Economics Young Alumni Council   **Madison, WI**
Board Member   *Jan. 2024 - Present*
- Attend UW-Madison's Economics department council meetings, aid in initiative planning & organize networking events

Stanford Institute for Economic Policy Research (SIEPR)   **Stanford, CA (Remote)**
COVID-19 Public Policy Hackathon Contributor   *June 2020*
- Created a policy memorandum for 20 global legislators outlining a decolonized public health network for Amazonian tribes

Nicholas Center for Corporate Finance and Investment Banking   **UW-Madison**
Published Author -"Distributed Ledger Computing Technology in Scientific Research"   *May 2020*
- Advocated for peer-to-peer computing in scientific research & chosen as "top paper" from 30 university-wide submissions

Economics Student Association   **UW-Madison**
Vice President (Board Member for 4 years)
- Managed $7,000+ of organizational fees, donations, etc. for UW-Madison's largest Economics club of 250 members
- Moderated 40+ professional and academic events and led the organization's COVID-19 transition to online learning

UW- Madison Intercollegiate Mock Trial Team   **UW-Madison**
Student Attorney (Nationals Qualifier)
- Spearheaded case theories that qualified my team of 12 attorneys for 2017 and 2018 AMTA National Championships

ADDITIONAL INFO

Relevant Skills: HTML/CSS, JavaScript, Python, Microsoft Office Suite.. Experienced with Agile and Waterfall methodologies.

Languages: English, Chinese (conversational), Spanish (limited working proficiency)