

MOIRA ALEXANDRA SMALLEY

8 Concord St. Natick MA 01760 · moira.a.smalley@gmail.com · 443-465-2971 · [LinkedIn Profile](#) · [Website](#)

PROFESSIONAL EXPERIENCE

Nucleus Research, Boston, MA

June 2016 – present

Research Analyst

- Research, write, and publish research notes, market outlook pieces, guidebooks, and value matrices that explore the business value customers garner from customer relationship management (CRM), e-commerce, and marketing automation software deployments. Published over 40 [pieces of research](#) to date.
- Conduct in-depth, financial interviews to write return on investment (ROI) [case studies](#).
- Launched Marketing Automation program and currently lead all research conducted in it.
- Responsible for over \$380k in revenue to date in contracted research.
- Provide advisory services for vendors and end-users on product positioning and purchasing decisions.
- Delivered live “Connected Customer Service” webinar for Salesforce with audience of over 200 customers.
- Quoted regularly in publications like [BusinessWire](#), [Yahoo](#), [blogs](#), and vendor [press releases](#).

Carnival Cruise Lines, Miami, FL

March 2014 – September 2014

Fuel Analyst

- Analyzed sulfur emissions and vessel performance data for the Marine Operations & Strategic Conservation Initiatives Department to devise innovative ways to reduce fleet’s fuel consumption.
- Analyses contributed to reduction of fuel consumption by 6% since 2013, leading to \$11M in profit.
- Automated fuel invoice tracking and coding process and created a new SQL dashboard with BI.
- Established a standard operating procedure for quarterly Environmental Protection Agency audits.
- Won internal grant for departmental access to corporate data warehouse.
- Offered full-time position as Project Manager at conclusion of temporary position.

JumpStart, Knowledge Adventure, Los Angeles, CA

December 2012 – December 2013

Business Development Lead

- Led business development initiatives, honing leadership skills, and developing ability to work cross-functionally between technical and business worlds.
- Assessed potential partnership opportunities, securing licensing, advertising, and content development deals and managing projects from inception to launch. Increased number of unique users by 700%, from 25M to 200M. Partnered with over 25 top-tier companies including Wild Tangent, Spil Games, and Toys R’ Us.
- Optimized monetization strategy with CFO, increasing monthly subscription revenue by \$2.4k.
- Created and launched [Twisted Games](#), JumpStart’s first online gaming portal.

EDUCATION & HONORS

Columbia University, Columbia College, New York, NY

September 2009 – May 2012

Bachelor of Arts: Russian Language & Literature

Honors: National Honor Society, Dean’s List (’09-’12)

LEADERSHIP & SKILLS

Columbia University Alumni Association of Boston, Inc.

January 2016 – present

Member of Board of Directors

Connect alumni through social, fund raising, and service. Assistant Coordinator of the CUCNE Book Awards program, a scholarship fund for local high school students.

Technical skills: Skilled in MS Office Word, Excel & PowerPoint. Working knowledge of Matlab, C++, Tableau.

Foreign Languages: Fluent in French, working proficient in Russian. Studied abroad in Paris and St. Petersburg.

Fine Arts: Specialize in oil painting, watercolor, pencil, printmaking, and graphic design; [art portfolio website](#).