

RIMA M. REDDY

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EDUCATION

Bentley University

BS in Business Administration, Concentration in Finance, Minor in Entrepreneurship

Waltham, MA

Sep 2022-May 2026

EXPERIENCES

OUTFRONT Media

Corporate Finance Summer Intern

New York, NY

June 2025– August 2025

- Conducted post-mortem analysis of \$100M in digital billboard capital expenditures, building cash flow models for 300+ assets to enhance IRR accuracy and inform strategic planning
- Assessed portfolio performance by analyzing historical revenue, budget forecasts, and EBITDA, identifying key drivers of variance
- Prepared and presented weekly revenue pacing and transit authority performance reports, improving visibility to senior management

Aterian Investment Partners

Private Equity Summer Intern

New York, NY

July 2024– August 2024

- Developed a concise investment memo highlighting financial models, market research, and strategic rationale to evaluate acquisition opportunities, which was presented to senior management
- Analyzed and administered corporate expense statements and reconciliations in Excel, improving the accuracy of financial reporting and providing accurate data on expense trends seen within month-to-month ranges
- Contributed recommendations in weekly strategy meetings and collaborated with cross-regional teams to simplify reporting and assess market growth opportunities by looking at current market growth and declines
- Engaged with portfolio company CEOs to gain insights into industry dynamics, leadership strategies, and operational challenges within their companies

CERTIFICATIONS

- Bloomberg Market Concepts | Bloomberg Expected April 2026
- Securities Industry Essentials (SIE) | FINRA Expected June 2026
- AI for Business | UPenn Coursera April 2026

EXTRACURRICULAR ACTIVITIES

Sustainable Investment Group

Executive Member

Waltham, MA

Nov 2022 – Present

- Attended and participated in over 15 meetings, workshops, and speaker events, deepening knowledge of financial markets, economic trends, and investment strategies
- Contributed to society's initiatives by creating and managing content for social media platforms, resulting in a 30% increase in followers
- Aided in the development of sustainable investment reports and presentations, communicating the group's findings and recommendations

Bentley Entrepreneurship Society

Board Member

Waltham, MA

Nov 2022-Present

- Organized events and initiatives promoting entrepreneurship, connecting students with mentorship & resources to develop business ideas
- Executed targeted outreach efforts, resulting in a 20% increase in society membership over the course of one semester
- Contributed to the success of pitch competitions, showcasing innovative business ideas and receiving valuable feedback from industry professionals

Bentley Eco Finance Society

Member

Waltham, MA

Dec 2022-Present

- Collaborated with fellow members in organizing finance-related events, such as investment competitions and guest speaker opportunities
- Participated in interactive discussions and case studies, exploring real-world applications of economic theories and financial concepts

Leading Women of Tomorrow

Member

Waltham, MA

Nov 2022- Present

- Participated in campus events and workshops that highlighted public service, leadership, and women's advancement in industries
- Promoted young women in business by advancing leadership development, professional growth, and mentorship opportunities
- Contributed to panel discussions with 30+ attendees, facilitating conversations on leadership, equity, and career ambition for women

PROJECTS

Rima's Archive

Founder

Trumbull, CT

August 2020 – May 2022

- Screen-printed shirts with custom artwork and sold the clothing through local markets and online platforms such as Depop
- Directed proceeds from sales to COVID-19 relief projects in India, supporting healthcare initiatives and community recovery efforts
- Gained experience managing end-to-end business operations, including product design, marketing, and customer service

SKILLS & INTERESTS

Skills: Professional Working Proficiency in Microsoft Excel, Word, and PowerPoint | Creative Thinking | Effective Communication

Interest: Fashion | Traveling | Painting | Designing | Learning Languages | Pilates | Volunteer | Foreign Culture | Wellness & Beauty