

Lexis T. Tatum

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EDUCATION

Winston-Salem State University

Expected December 2024

Bachelor of Science in Business Administration Concentration Corporate Finance 3.9/4.0 GPA

Relevant Coursework: Quantitative Methods of Business (Business Analytics), Statistics for Business and Economics, Financial Accounting, Financial Management, Investment Planning, Financial Institutions and Markets (SIE Prep)

SKILLS AND SOFTWARE PROFICIENCIES

- Microsoft Excel • Power BI • Data Analysis & Visualization • Equity Research • Strategic & Critical Thinking • Problem Solving
- Attention to Detail • Financial Analysis • Team Collaboration • Organizational Skills • Innovative Mindset

PROFESSIONAL EXPERIENCE

Adobe

Summer 2024

Digital Strategy Analyst Intern

A summer internship spent working closely with analysts to help Adobe enhance its value and gain a competitive edge in the market

- Conducted an in-depth analysis of 50+ industry benchmark reports, while using advanced research techniques to identify market trends, emerging opportunities, and competitive insights. Findings directly influenced strategic business decisions and investment priorities.
- Organized and structured raw data into excel as a usable format for detailed analysis and insights extraction
- Developed an interactive, industry trends dashboard using Power BI, integrating data across multiple industries, which optimized internal processes by reducing data retrieval time by 30%, and enhancing team collaboration. Presented findings to senior analysts, impacting investment strategies and market positioning.

Kerusso Capital Management

Fall 2023

Equity Investment Intern

A fall internship collaborating with portfolio managers and tenured analysts providing data-driven portfolio recommendations to support strategic investment decisions

- Gained hands-on experience in financial analysis and stock market dynamics. Worked closely with analysts and participating in weekly team discussions, to deepen understanding of investment strategies and portfolio management.
- Conducted in-depth research on 3 stocks in the Russell 1000 Index within the consumer discretionary sector, developing comprehensive SWOT analysis by utilizing investor presentations, 10-K filings, annual reports, and income statements.
- Performed comprehensive market and industry analysis to identify trends, sector-specific risks, and growth opportunities. Synthesized findings into clear, actionable insights that supported investment strategies.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

TMCF Leadership Institute

Fall 2024

Scholar

- Attended 4 sessions daily, focused on career development, where I participated in 5+ case studies and delivered presentations on real-world business scenarios, demonstrating analytical and strategic thinking in front of industry professionals

National Association of Black Accountants

Fall 2023-Present

Treasurer

- Maintaining detailed financial records, implementing efficient tracking systems, and collecting membership dues.
- Organized fundraising opportunities to support professional development initiatives

Capital One Launchpad & Legacy Leadership Immersion Program

Summer 2024

Scholar

- Collaborated with a diverse team to deliver a case study to Capital One executives, conducting market research and financial analysis—including revenue forecasting, cost-benefit analysis to evaluate product viability, and developing pricing and market entry strategies based on profitability and risk assessment.

ACTIVITIES & HONORS

Phi Kappa Phi Honor Society 2024 • Dean's List 2023-2024 • Student-Athlete • 2x TMCF Scholarship Recipient 2023 & 2024