**Francis Ephron**

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**Education**

**Williams College**, Williamstown, MA Expected June 2016

B.A. Candidate; GPA 3.5; Economics or History major and Arabic Studies concentration

**Phillips Exeter Academy**, Exeter, NH June 2012

Scholar of Distinction, Headmaster’s List, GPA 3.9, ACT: 33

**Relevant Experience**

**Ghanaians for Gaming** - Portsmouth, NH***, Co-founder & Creative Consultant*** July 2012 to Present

* Conducted research to examine market trends in pricing of mobile game downloads and in-app purchases
* Implemented the in-game platform to enhance user experience through a feedback loop and game congruency
* Evaluating analytics from current game and proposing iterations to in-game sales and marketing approaches based on current numbers
* Exploring new partnerships with potential non-profit partners and corporate sponsors that fit the criteria for social congruency as a part of the business development team
* Interviewed by USA Today College, NY Creative Interns, Coin (YouTube), and Games For Change on the growing movement of mobile games that connect to social causes

**Mobile TV** - Williamstown, MA, ***Co-founder***  February 2013 to Present

* Created platform that transforms consumption of video content on portable devices into a social conversation
* Building an MVP to test user (15-30 yr olds) interactions with short-form video and initiating marketing strategy

**Lithium-ion Researchers** - Portsmouth, NH, ***Researcher*** Summer 2011

* Conducted independent, graduate-level research for developing an optical cell to analyze the rates of metal-particle contamination in lithium-ion batteries; results showed that nickel contamination is the most troublesome for battery manufacturers like Medtronic
* Wrote 20-page research paper analyzing data, interpretive analysis, and implications of findings
* Honors: 4th Place in Materials and Bioengineering at 2012 Intel International Science and Engineering Fair (ISEF), Seagate First Year Award, Twin Cities Regional Best Research Paper Award, US Army Award

**Navarro Group** - Portsmouth, NH, ***Product Tester*** Summer 2010

* Conducted daily testing on Navarro product in Beta stage to locate and report bugs in software

**Leadership Experience**

**Office of Student Life, Williams College** -Williamstown, MA**, *WOOLF Leader*** August 2013 to September 2013

* Outdoor backpacking trip leader for Williams first-years during fall orientation

**Career Center, Williams College -** Williamstown, MA**, *Mears Mentor*** September 2013 to Present

* Conduct outreach events to increase first-year and second-year student engagement with the Career Center

**The A-List** - Portsmouth, NH, ***Event & Marketing Coordinator*** June 2011 to August 2011

* Carried out numerous on-site events at the youth-run snack shop that provides career-oriented programs to underprivileged students

**National Eating Disorders Association** - Portsmouth, NH***, Volunteer*** Summer 2012 and Summer 2013

* Coordinated community outreach events and secured corporate sponsorships for the first ever NEDA walk in 2012 and subsequently in 2013

**Supporting Experience**

**Phillips Exeter Academy** - Exeter, NH, ***Administrative Assistant & Admissions Analyst*** Summer 2012

* Developed spreadsheets and graphs to analyze admissions data over previous six years
* Worked as main secretary to Upper School faculty by taking phone calls, managing schedules and meetings

**Campus Involvement**

**Frosh Revue, Williams College**  **Leading Minds, Williams College**

**Skills**

* Computer: Excel analysis, elementary Java programming
* Language: Full proficiency in Spanish and elementary proficiency in Arabic