DANIELLE KNASTER
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education

2024 - 2026	**HARVARD BUSINESS SCHOOL**	**BOSTON, MA**

Candidate for Master of Business Administration, May 2026

2017 - 2021	**UNIVERSITY OF PENNSYLVANIA**	**PHILADELPHIA, PA**

Bachelor of Arts in Philosophy, minor in English Literature. Coursework in Computer Science.

experience

fall 2025 - present	**MINERVA IO**	**BROOKLYN, NY**

Series A AI startup modeling consumer behavior to generate enterprise growth insights
MBA Intern, Growth

- Work directly with the Co-Founder & Chief Strategy Officer on growth initiatives, supporting partnership evaluation and enterprise client targeting.
- Conduct competitive and market research across consumer behavior and audience analytics platforms, benchmarking features, pricing models, and customer use cases to inform product roadmap and positioning.
- Drive ideation and development of new features for Minerva's audience analytics platform, grounding feature design in competitive analysis and market research and working cross-functionally with product and engineering teams to execute.

summer 2025	**PROSEK PARTNERS**	**NEW YORK, NY**

Global communications firm focused on financial services and corporate reputation.
Intern, Special Situations

- Supported the Special Situations team on executive and financial crisis management engagements, including proxy fights, M&A, bankruptcies, leadership transitions, and corporate litigation.
- Advised clients on crisis strategy by evaluating media and stakeholder scenarios, supporting leadership decision-making, and developing response plans aligned with legal, financial, and reputational risks.
- Collaborated with senior partners to prepare clients for media inquiries and public disclosures, synthesizing complex legal and financial information into clear, defensible narratives.

2023 - 2024	**OMNICOM, BEAUTY CO-LAB**	**NEW YORK, NY**

Manager, Business Analytics

- Managed and oversaw mid- and post-campaign data analyses for L'Oréal's Professional Products Division, delivering insights and targeted recommendations to optimize media effectiveness and drive impactful marketing campaign outcomes.
- Spearheaded cross-functional efforts across Strategy, Planning, and Investment teams to build a lower-funnel impact tracking system that attributed conversions and revenue to specific brand products and creatives, identifying investment opportunities and increasing conversion.
- Analyzed consumer segments and purchase behavior using Alteryx, SQL, and Excel to inform decisions around media mix, targeting, and budget allocation.
- Developed a unified measurement framework for L'Oréal's Dermatological Beauty division to standardize cross-channel performance measurement, improving campaign ROI (+3.4% Q1 '24, +3.8% Q2 '24) and informing leadership investment decisions.

2021 - 2023	**KANTAR**	**NEW YORK, NY**

Senior Associate, Media Insights

- Managed over 50 simultaneous ad measurement studies for Amazon and various advertisers, handling budgets up to $12M. Key contributor in securing an additional $5M investment from Amazon in 2022.
- Conducted analysis of user demographics and consumer behavior, synthesizing findings into comprehensive presentations, reporting effectiveness of paid social channels to inform data-driven decision-making.
- Led Financial Services and CPG verticals with a 4-analyst team, serving as the primary stakeholder liaison and translating analysis into strategic media recommendations while developing training tools that materially reduced campaign turnaround time by 16%.

personal

Fluent in Russian.
UK and US dual citizenship.
Volunteer at Bowery Mission NYC; English language tutor for Ukrainian refugees.
For more on my work and interests, please see danielleknaster.com (access code: Utopia)