Katarzyna Swiech

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EDUCATION

Gerogia Instiute of Technology Scheller College of Business   started August 2023
Ph.D. in Management, Area: Strategy and Innovation

The University of Edinburgh   2017-2021
MA Business with Decision Analytics

The University of Texas at Austin   2019-2020
BBA Business Exchange

RELEVANT WORK

Dissertation: Undergraduate degree dissertation: "What makes a unicorn? Analysis of factors that predict reaching $1 billion valuations by U.S. startups" (achieved grade A)
Courses: Mathematical Programming in Advanced Analytics, Decision Analytics, Predictive Analytics and Data Mining (MBA level), Business Analytics and Decision Modeling (MBA), Statistics (MBA), Pricing and Channels (Graduate), Strategic Management
Awards: Edinburgh Award in Professional Development
Societies: Edinburgh University Polish Society - Committee Member; Edinburgh University Women in Business Society - Member

RESEARCH EXPERIENCE

Graduate Research Assistant   present
Georgia Tech Scheller College of Business, Strategy and Innovation Area; supervisor: Astrid Marinoni

Research Collaborator   Apr 2022-Apr 2023
Volunteering research collaboration with Professor Greg Fisher and his Ph.D. students from Kelley Business School, Indiana University; researching factors behind individuals' entries into entrepreneurship

Research Assistant   Oct 2021-Jan 2022
Volunteering research assistance (raw data collection and pre-processing) to Professor Ilya Strebulaev (Stanford GSB) in projects investigating founders of unicorn startups.

Research Assistant   Jun 2021-Aug 2021
Research assistance (literature review, survey preparation, and data collection) to Dr. Fumi Kitagawa (Edinburgh Business School) in a project focused on the analysis of entrepreneurial behaviors among business Ph.D. candidates.

PROFESSIONAL EXPERIENCE

SEO & Growth consultant, The Growth Place Studio | *remote*   Aug 2020-present (currently on a break)
Owner of a solo proprietorship - a SEO, growth marketing, and strategy consultancy The Growth Place Studio. Selected projects: Simpler Trading; PersonifyXP; Owsiana.pl; Baxter - usebaxter.com; Stepapp.

Analyst - SMOK Ventures | *Warsaw, Poland*   Jan 2023-Jul 2023
Analyst in a early-stage VC fund

SEO & Growth Analyst - Simpler Trading | *Austin, TX*   Jan. 2021-April 2021
J1 Intern Exchange Visitor - Reporting to the Director of Growth

Marketing Intern - Simpler Trading | *Austin, TX*   May 2020-Jul 2020
Main project: created a complete external funnel for a trading class taught by Simpler Trading's founder John Carter. Responsibilities: ad spend tracking, analysis of data trends from marketing reports, supporting the digital media buying.

Student Communications Fellow - OnRamps, UT Austin | *Austin, TX*   Sep 2019-Dec 2019
Student employee at OnRamps - a UT Austin initiative - assisting the communications and marketing teams with daily operations and marketing initiatives.

Intern - Limitless | *Warsaw, Poland*   Jun 2019-Aug 2019
Intern at London/Amsterdam-based fintech Limitless.