

CHRISTIANA ZIDOR

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EDUCATION

Washington University in St. Louis | 3.9/4.0

St. Louis, MO

Bachelor of Science in Business Administration: Organization and Strategic Management

Expected Graduation: May 2029

Awards: Taco Bell Live Mas Scholarship Recipient (\$10,000), Carson Scholar, MLT Ascend Scholar

Relevant Coursework: Microeconomics, Calculus II, Corporate and Global Strategy

EXPERIENCE

Johns Hopkins Hospital | *Blood and Cancer Healthcare Administration Intern* | St. Petersburg, FL

June 2026 – August 2026

- Designed and launched a 60+ resource framework for newly diagnosed pediatric cancer families at John's Hopkins All Children's Hospital, adopted by care teams at diagnosis
- Identified provider workflow inefficiencies across 7 clinic operations through 40+ hours of observation for process improvement
- Built an automated workflow for 200+ clinicians for 3x weekly tumor case intake and distribution, reducing patient health information exposure via cloud-based sharing

American Cancer Society | *Consultant* | St. Louis, MO

January 2026 – May 2026

- Built 3-year Gen-Z volunteer engagement roadmap for FY26-29, supporting stakeholders generating \$787M in annual impact
- Conducted user research and competitor benchmarking to diagnose a 23% volunteer drop-off, identifying Gen Z's core motivators
- Combined findings into 4 data-driven strategic recommendations presented to ACS leadership, covering recruitment, retention, and long-term pipeline growth

WashU Department of Black Studies | *Administrative Assistant* | St. Louis, MO

August 2025 – May 2026

- Partnered with faculty, students, and external organizations to coordinate 10+ academic programs across multiple stakeholders
- Streamlined production of 15+ course materials and departmental resources, serving as liaison between faculty and administration
- Supported departmental event execution and student engagement initiatives through cross-functional administrative coordination

ByteDance | *Digital Strategist* | Los Angeles, CA (Virtual)

June 2025 – August 2025

- Partnered with product teams on Gauth.AI, an AI-powered learning app, to execute a Gen-Z user acquisition strategy via TikTok
- Designed and executed A/B tests using Tableau Analytics, improving user engagement by 80%, and refining product positioning
- Built scalable experimentation frameworks that generated 1.5M+ impressions, informing long-term product strategy and growth

PROJECTS

AppleAllocate Product Strategy Case Study | *Academic Project* | St. Louis, MO

April 2026

- Identified market gap in personal finance and defined product vision for an AI-powered budgeting platform within Apple services ecosystem
- Evaluated product tradeoffs, pricing strategy, value drivers, and go-to-market strategy for a privacy-first, on-device AI platform
- Prioritized MVP features including personalized budgeting, subscription optimization, and Apple Pay integration based on competitive analysis of 3 budgeting apps and user value

PROFESSIONAL DEVELOPMENT

Goldman Sachs | *Possibilities Summit* | New York, NY (Virtual)

April 2026 – May 2026

- Developed professional branding and communication strategies through mentorship with Goldman Sachs professionals
- Completed workshops on resume strategy, storytelling, and career development within financial services and corporate leadership

Management Leadership For Tomorrow (MLT) | *Ascend Program Scholar* | Washington, D.C. (Virtual)

September 2025 – Present

- Accepted into 11-month personal and professional development program for first-generation college students
- Attends virtual and in-person skill building and networking events to grow professional and leadership skills
- Engages in monthly one-on-one coaching sessions to refine goals, skills and a professional portfolio

SKILLS

Product: Market Research, Go-to-Market Strategy, Roadmap Planning, Stakeholder Management, Power BI, Claude, Google Gemini, Power Automate, Tableau, Google Analytics, Slack, Microsoft Office

Interests: Video Essays, International Travel, Cultural Exploration, Broadway Performing Arts