

# Elisabeth Guo

[elisabeth\\_guo@kenan-flagler.unc.edu](mailto:elisabeth_guo@kenan-flagler.unc.edu) | (646) 265-0511 | <https://www.linkedin.com/in/elisabeth-guo/>

## EDUCATION

**University of North Carolina at Chapel Hill | Kenan-Flagler Business School** Chapel Hill, NC  
B.S. Business Administration; Minors in Info Systems and Philosophy, Politics, and Economics (PPE) Aug 2022 – May 2026  
GPA 3.86/4.00

### Honors and Awards

- 1st Place, UIBC (Undergraduate International Business Club) Case Competition (Fall 2023)
- Bronze Prize, International Linguistics Olympiad China Finals Team and Individual Contest (2020)
- Bronze Prize, International Economics Olympiad China Finals Team Contest (2021)

## EXPERIENCE

**Investors Title** (*Title Insurance Company*) Morrisville, NC  
*Technical Business Analyst* May 2024 – Present

- Led the design and implementation of a manager dashboard as part of a company-wide project to automate underwriting processes across 50+ branches, increasing efficiency by 50% and serving underwriters, managers, and central teams
- Decomposed high-level business and user requirements into detailed user stories and technical acceptance criteria, working closely with developers and underwriting experts to analyze tradeoffs between usability and performance needs
- Designed a collaborative UX prototype with Figma to illustrate dashboard resource status and key milestones, iterating on the prototype and proposing new product features based on user feedback and peer reviews
- Standardized mortgage data from various sources using R, enhancing data quality and efficiency by 20%

**Idea Fund Partners** (*Venture Capital with AUM \$100MM*) Chapel Hill, NC  
*VC Research Analyst* Feb 2024 – May 2024

- Conducted research on target investment companies within SaaS technology, consumer, and healthcare sectors; drafted individual company and sector-wide reports; applied qualitative and quantitative approaches to analyze investment feasibility
- Prepared investment memo and valuation modeling by using comparable analysis; assisted portfolio companies monitoring; wrote meeting minutes in 5+ founder calls and evaluated targets using an internal scorecard
- Formulated a 10+ page report of a company with annual revenue of \$50MM, analyzing its platform advantage, innovative technologies, total addressable market, and CAGR (Compound Annual Growth Rate)

**UNC New Student & Family Programs** Chapel Hill, NC  
*Orientation Leader* Jan 2023 – Dec 2023

- Ranked as the top Orientation Leader in the most prominent student association, excelling in developing entrepreneurship, individual development, and supporting undergraduate classmates with campus navigation
- Introduced 600+ incoming students to vital campus resources and provided advice on families, schoolwork, and social life
- Designed and organized orientations and trips; led small activities simulating scenarios to explore cultural differences

## LEADERSHIP AND COMMUNITY INVOLVEMENT

**Goldman Virtual Insight Series** Summer 2024

- Selected to be part of a 10-week online program with educational modules focused on valuation methods (DCF, comparable companies, precedent transactions)
- Explored IBD through skill-building workshops, interactive cases, and networking with GS professional

**JPMorgan Virtual Investment Banking Internship**, *affiliated with Forage* Spring 2024

- Completed a beverage company M&A case by analyzing the 5+ M&A target, reviewed the product advantage, long-term strategies synergies, auction process, and potential acquisition feasibility
- Drafted a DCF valuation to forecast the target price with the WACC method; provided an investment recommendation

**PwC's Challenge Case Competition**, Team leader of BAM FiNance Spring 2023

- Led a team of 5 and proposed systematic solutions by developing an intricate training system supporting employee growth

**Dystopian Fiction Club**, UNC Library Social Clubs, Co-chair Fall 2022

- Organized 20+ hours of club events (book discussions, movie nights); completed 3 dystopian novels

**"Equal Voice" Application**, Founder & Developer Fall 2019 – Present

- Developed an application named Equal Voice, allowing users to record and upload 30+ Chinese dialects
- Collected 380+ audio pieces, 50+ hours of recordings of dialects from 30 provinces

## ADDITIONAL INFORMATION

**Language:** English, Chinese, German (*Conversational*)

**Computer:** Python, HTML, Tableau, R, JavaScript, WordPress, Adobe Photoshop, Adobe Illustrator, Adobe Premier Pro, Figma

**School Associations:** Core member of UNC-CH Climbing Club; Poet/Writer (100k+ words, 10+ publications, 3 at NY Times)

**Interest:** Rubber Stamp Carving and Wax Sealing; Amateur Archer (20 lb); Enthusiast of Extreme Sports (rock-climbing, parkour, parachuting, skydiving, bungee)

**Certification:** Bloomberg Market Concept, *Certified April 2024*