



Yale SCHOOL OF MANAGEMENT

RESUME SAMPLES

EDUCATION

YALE SCHOOL OF MANAGEMENT
Master of Business Administration (MBA)**New Haven, CT**
2017

- Active Member: Finance, Energy and Technology Clubs
- Finalist, Chicago Booth IPO Challenge, one of 15 teams selected nationwide to compete in final round
- UBS Investment Banking Case Competition, one of four students selected to represent Yale in national contest

UNIVERSITY OF VIRGINIA**New York, NY**
2008**Bachelor of Arts (BA), Foreign Affairs and Philosophy *cum laude***

- GPA: 3.70/4.00
- Dean's List, Golden Key National Honor Society (top 15% of graduating class)

PROFESSIONAL EXPERIENCE

UBS INVESTMENT BANK
Summer Associate, Leveraged Finance Group**New York, NY**
Summer 2016

- Supported group's efforts to originate, structure and execute bank loans and high yield bond financings for corporate clients and financial sponsors across numerous sectors and transaction types
- Prepared financial models incorporating pro forma financial statements, debt schedules, LBO analyses, WACD analyses and credit ratio analyses
- Led meetings with internal credit committee to explain and justify financial models. Coordinated with capital markets team to assess deal pricing and ratings guidance
- Prepared pitch materials analyzing capital structures, credit agreement covenants, and comparable company debt

SHOREBANK INTERNATIONAL**Chicago, IL**
2013 – 2015**Business Analyst, Capital Mobilization and Transaction Advisory Group**

- Managed a \$74 million structured investment vehicle channeling debt capital to financial institutions in East Africa. Performed financial and operational analysis on borrower entities, managed flows of funds between lender syndicate and borrower entities, and prepared quarterly and annual reports to investors in the fund
- Monitored financial and operational status of portfolio companies, working extensively throughout Africa and Asia
- Analyzed potential portfolio companies, researched macroeconomic conditions in target markets, and prepared investor presentations in support of a \$130 million emerging markets private equity fund

SPANDANA MICROFINANCE**Hyderabad, India**
2011 – 2013**Business Development Manager**

- Prepared investor presentations, served as a liaison to potential investors, coordinated with investment banks, managed virtual data room and analyzed investor term sheets; contributing to company's \$20 million second round and \$60 million third round of private equity financing
- Performed credit risk analysis on \$500 million loan portfolio; supporting organization's efforts to raise local currency debt financing from Indian commercial banks

SHEARMAN & STERLING**New York, NY**
2008 – 2011**Legal Assistant, Leveraged Finance Group**

- Executed numerous transactions representing commercial banks, investment banks and borrowers in the syndicated leveraged finance market. Transaction highlights include the \$45 billion leveraged buyout of TXU Corp. by KKR and TPG. Oversaw due diligence process; tracked and analyzed corporate documents, financial statements and project budgets; drafted government filings, performed lien searches and analyzed results

ADDITIONAL INFORMATION

- Extensive professional experience in India, Bangladesh, Uganda, Tanzania and Sudan
- Member, Yale Graduate School Rugby Team

DANIELLE BULLDOG

Tel. (203) 555-5555 | E-mail: danielle.bulldog@yale.edu

Consulting

EDUCATION

YALE SCHOOL OF MANAGEMENT

Master of Business Administration (MBA)

New Haven, CT
2017

- GMAT: 770 (99th percentile)
- Academic distinction (top 10%) in three courses including Probability Modeling and Statistics
- Leader, Consulting Club; Active Member, Education and Women in Management Clubs

CORNELL UNIVERSITY

New York, NY
2010

Bachelor of Science (BS), Civil Engineering, *summa cum laude*

- GPA: 3.97/4.00; self-financed 100% of college education
- National Engineering Honor Society, National Civil Engineering Honor Society
- Elected Treasurer, Tau Beta Pi Engineering Honor Society
- Women's Varsity Squash Team; two-year Team Captain, Academic All Ivy Team (2007-2008)

PROFESSIONAL EXPERIENCE

BAIN & COMPANY Summer Associate

Brussels, Belgium
Summer 2016

- Analyzed Central and Eastern European beer market to help foreign brewery devise targeted expansion strategy
- Examined and quantified growth potential in new product category for major international brewery; researched five relevant case studies from other industries to help inform decisions and shape implementation plan

UNITED STATES PEACE CORPS. MINISTRY OF EDUCATION AND VOCATIONAL TRAINING Math and Science Education Volunteer *Strategic Development*

Mbinga, Tanzania
2010 – 2015

- Conceived a week-long girls' empowerment conference. This model was incorporated into Peace Corps training and replicated by Peace Corps Volunteers throughout Tanzania. The conferences aimed to encourage students and equip them with the knowledge, skills, and abilities to protect themselves from HIV/AIDS
- Planned and facilitated three separate girls' empowerment conferences, receiving full-funding for the conferences through grants from the President's Emergency Plan for AIDS Relief
- Collaborated with the school board to plan the first Advanced-Level school for girls in the district. Obtained funding for, and oversaw the construction of two dormitories and four classrooms for school
- Trained headmistress to identify fundraising opportunities and on the grant-writing process. Resulted in obtaining computers, sewing machines, books and bicycles for school use
- Selected to plan and facilitate the training of new Peace Corps Volunteers. Led technical training sessions, delivered feedback on practice teaching sessions, and shared cultural integration strategies

School Leader/Educator

- Managed six teachers as head of the Science Department. Partnered with teachers on curriculum and resource development to improve National Exam scores
- Taught 75 students math for three years using innovative teaching techniques. Students placed 2nd out of 345 schools in the Southern Zone on the National Math Exam, achieving the highest class average in school history
- Reduced the number of failures on the National Math Exam by 70% over a two year period by initiating a school-wide math review program and incorporating best practices from all math and science teachers in the school

ADDITIONAL INFORMATION

- Languages: Swahili (proficient), French (conversational)
- Founded and instructed a Chess clinic for marginalized children at an inner-city primary school
- Interests: avid reader (fiction and non-fiction), experimental baker, and rookie ice hockey player

DAN BULLDOG II

Technology/e-Commerce

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EDUCATION

YALE SCHOOL OF MANAGEMENT Master of Business Administration (MBA)

New Haven, CT
2017

- GMAT: 770 (99th percentile)
- Active Member: Technology, Marketing, Retail and Entrepreneurial Clubs
- Yale SOM Community Blogger

PEKING UNIVERSITY (*top ranked university in China*) Bachelor of Engineering (BE), Electrical Engineering

Beijing, China
2009

- Graduated with honors (top 5% of class)
- Two-time recipient, University Academics Merit Scholarship
- Awarded first prize in China's National Undergraduate Electronic Design Contest (2007)

PROFESSIONAL EXPERIENCE

AMAZON.COM Product Management Intern, Retail Traffic and Technology

Seattle, WA
Summer 2016

- Conceived and implemented 70+ customer-facing merchandising campaigns across 18 product categories to assess potential applications and profitability of new "Top Rated by Customers" technology
- Recommended strategies to successfully leverage Top Rated data in retail merchandising through additional development and implementation with a potential gain of \$400M per year
- Identified target customer and value proposition for new website feature that assists customers in finding products of interest; worked with User Experience designer to generate mockups and specifications for new highly interactive feature

NOKIA SIEMENS NETWORK Program Manager, Packet Networks Global Programs

Beijing, China
2013 – 2015

- Managed \$8 million budget and supervised multiple cross-functional teams in China, Israel and Poland to produce new broadband and transport products for leading global operators and enterprises
- Led a team of 35 people, consisting of product management, R&D, quality management, operations and services, to develop the business line's first fully complete China-based product
- Directed mobile backhaul for customers in 30 countries; increased Key Performance Indicator by 28% and improved productivity by tailoring processes, restructuring team and enhancing technical competence

Senior Solution Manager, Packet Networks

2009 – 2013

- Led team for Packet Networks solutions in China Telecom account, generating annual revenue of more than \$50 million and obtaining 12% market share, a more than 30% increase compared to previous year
- Helped win Nokia Siemens' first contract from Shanghai Telecom in a highly competitive market by building customer relationships at multiple levels and driving global R&D to implement customer requirements

ADDITIONAL INFORMATION

- Languages: Mandarin Chinese (native), English (fluent)
- Landscape photographer; gadget blog reader; and debater of geopolitics over a bottle of cabernet sauvignon
- Ambassador for the 2008 Beijing Olympic Games
- President of non-profit board for domestic violence

DANIELLE BULLDOG II

Environment/Sustainability

Tel. (203) 555-5555 | E-mail: danielle.bulldog@yale.edu

EDUCATION

**YALE SCHOOL OF MANAGEMENT AND
YALE SCHOOL OF FORESTRY & ENVIRONMENTAL STUDIES**
Master of Business Administration (MBA) and Master of Environmental Management (MEM)
**New Haven, CT
2017**

- GMAT: 770 (99th percentile)
- Co-Leader, Business & the Environment Club; Leader, Internship Fund; Yale SOM Sustainability Coordinator
- Finalist, Net Impact Case Competition: developed strategic human capital plan for social enterprise
- Member, Veterans Club

UNITED STATES MILITARY ACADEMY
Bachelor of Science (BS), Mathematical Sciences
**West Point, NY
2010**

- GPA: 3.70/4.00
- Placed first among 200+ classmates in a bridge design competition; Finalist, MIT's Soldier Design Competition
- West Point Honor Committee; Varsity Track & Field, four time conference champion (Division I)

PROFESSIONAL EXPERIENCE

PRESERVE (*Consumer Products Goods company*)
Sustainability Intern
**Waltham, MA
Summer 2016**

- Developed Preserve's first energy and waste tracking system for corporate HQ, established annual reduction goals; resulted in additional points on environmental portion of B Lab Impact Assessment
- Orchestrated effort to make Gimme 5 plastic collection program carbon, water neutral by 2013; created tool to calculate program's annual CO2 emissions; identified potential carbon, water offset investments
- Drove strategy to reduce cost, environmental impacts of plastic collection program by identifying new manufacturers

NESTLÉ WATERS NORTH AMERICA
Environmental Defense Fund Climate Corps Fellow
**Stamford, CT
Summer 2015**

- Created energy and water efficiency tracking system and metrics for first-ever tea brand within Nestlé Waters N.A., to be integrated with Nestlé S.A. global sustainability management system and adapted for future tea bottling plants
- Reviewed bottling plant energy efficiency strategies with supply-chain management and identified cost-saving energy efficiency measures of \$110k at LEED-pending corporate HQ building, the results were presented to CEO
- Partnered with Director of Sustainability to develop a new strategic direction to expand nationwide recycling initiative

UNITED STATES ARMY
Operations & Logistics Officer
**Europe and Afghanistan
2010 - 2015**

- Led a five-member team operating independently on a non-military base; served as senior relationship manager between contractors and military units, and lead logistics liaison for a regional Afghan police HQ
- Planned and executed the deactivation of an 837 member battalion, including the transfer of all personnel and the disposition of \$52M of equipment; completed project was \$100K+ under budget
- Managed seven Romanian personnel during initial US operations in Romania, influenced long-term logistics policies for US personnel operating in Romania, and directed over \$800K in contracts
- Created and distributed customized training guides in English and Dari that enabled 200 coalition police advisors throughout western Afghanistan to educate police units on new national logistics policies
- Redesigned monthly HR reports, reducing prep time by over 60% and eliminating repetitive errors

ADDITIONAL INFORMATION

- Awarded the Bronze Star Medal and the Combat Action Badge for performance in Afghanistan
- Collected over 2,000 pounds of donated clothes for orphanages, schools, and prisons in western Afghanistan
- Three-time New York Marathon Finisher

DAN BULLDOG III

Non-Profit

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EDUCATION

YALE SCHOOL OF MANAGEMENT

New Haven, CT

Master of Advanced Management (MAM)

2018

- GMAT: 740 (97th percentile)
- Recipient, Dean's Merit Scholarship (full tuition)
- Active Member: Consulting Club and Net Impact (developed a database of Yale SOM-Net Impact alumni)

UNIVERSITY OF CAPE TOWN GRADUATE SCHOOL OF BUSINESS

Cape Town, South Africa

Master of Business Administration (MBA)

2016

(top ranked university in the Africa and Middle East region)

- Founder and Editor-in-Chief of *Sustainable Small Building Design*, an online journal featuring low-cost, energy-efficient, sustainable methods for domestic and international home construction (www.ssbd.org)
- Relevant coursework: Greening Business Operations, Energy Systems Analysis, Cost-Benefit Analysis

UNIVERSITY OF WITWATERSRAND

Johannesburg, South Africa

Bachelor of Arts (BA), Sociology *summa cum laude*

2010

- GPA: 3.97/4.00; Graduated with honors (top 5% of class)
- Study Abroad, Florence, Italy, Spring 2005
- Player, FNB Wits Rugby Club

PROFESSIONAL EXPERIENCE

SECURE SPONSORSHIP AFRICA, INC.

Nairobi, Kenya

Executive Director

2012 – 2014

- Secured \$50K in angel investor seed funding and founded a consulting organization providing infrastructure support for the nonprofit sector; attracted four clients in first year of operation
- Created electronic funds transfer service, achieving 40% average utilization among clients' constituents and increasing average online donations by 47%
- Offered web-based marketing platform to clients as a cost-saving alternative to direct mail campaigns, reducing administrative labor by 140 hours (20%) during a single engagement

HABITAT FOR HUMANITY SOUTH AFRICA

Cape Town, South Africa

Project Leader, National Home Builders Blitz

2011 – 2012

Special Assistant to the President

2010 – 2011

- Designed and planned inaugural nationwide project to build 400 houses in more than 130 locations from start to finish in one week, achieving national goal. Residences achieved 96% occupancy within 3 months
- Helped identify and solicit national builders and suppliers for funding and house sponsorships, resulting in more than \$2M in donations. Worked alongside future homeowners as part of 'sweat equity' investment
- Analyzed media-spend across organization, then recommended and led 5-person team to implement new strategy for reaching a larger national audience (20% increase) with no increase to marketing budget

ADDITIONAL INFORMATION

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- Languages: English (native), Afrikaans (native), French (fluent)
 - Member, Association of Consultants to Nonprofits (2011 – present), contributor to Association Newsletter
 - Hiked the Fish River Canyon in Namibia and climbed Mount Kilimanjaro 2008

DANIELLE BULLDOG III

Energy

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EDUCATION

YALE SCHOOL OF MANAGEMENT Master of Business Administration

New Haven, CT
2017

- Sustainability Leadership Team – Performed breakeven analysis of energy-saving features in new campus building
- Earned “Distinction” (top 10% of Class) in six courses, including *Investor*, *Sourcing and Managing Funds* courses
- GMAT score: 740 (97th percentile)

WASHINGTON AND LEE UNIVERSITY Bachelor of Arts (BA), Economics

Lexington, VA
2010

- *Magna cum Laude*, GPA: 3.6/4.0, Honor Roll 2003-2006
- Wrote thesis on relationship between economic development and CO₂ emissions intensity in developing and developed economies
- Studied abroad in Manaus, Brazil – Performed an independent study of sustainable bio-diesel production opportunities in the Brazilian Rainforest

PROFESSIONAL EXPERIENCE

adidas GROUP Climate Corps Fellow – Sustainability Venture Capital

Boston, MA
Summer 2016

- Led strategy initiative for global expansion of adidas GROUP’s greenEnergy Venture Capital Fund
- Created the “Global Energy Audit Program,” a \$3 million initiative to find and implement energy efficiency opportunities in the company’s global real estate portfolio. Wrote RFP, interviewed potential contractors, developed global energy supply financial model, and presented business case to adidas Group CFO

ADVANCED RESOURCES INTERNATIONAL, INC.

Arlington, VA
2011– 2015

- Served as youngest Project Manager in company history; promoted five times in four years. Voted “Employee of the Year, in 2009
- Managed cross-functional teams to provide over \$2.5 million in contract work to clients
- Led and co-wrote the first government-approved assessment of international shale gas resources for the U.S. Energy Information Administration. Results of the project were covered in every major media outlet and were used in a briefing to senior White House staff on international energy trends
- Reduced man-hours needed to quantify nation-wide CO₂ storage capacity estimates by 90% (from 80 hours to 8 hours) by rebuilding firm’s internal reservoir and economics models
- Selected by the Brookings Institution to serve on a panel of energy market experts for a report on the economic, political, and environmental implications of U.S. natural gas exports

CHINA BRAZIL CONSULTING Founder

Norfolk, VA
2010–2011

- Launched a consultancy that created brand identities and online sales platforms for sustainably-produced health and beauty products
- Created “Rainfloresta,” a line of 22 herbal supplements and skin-care products sourced from the Brazilian Amazon. Managed product procurement, led supplier negotiations, and designed marketing materials

ADDITIONAL INFORMATION

- *Language Skills:* Proficiency in Brazilian Portuguese (advanced) and Mandarin Chinese (beginner)
- *Software Skills:* Advanced Microsoft Excel Modeling and Programming, ArcGIS, Stata, and Microsoft Access
- *Other Interests:* Avid practitioner and teacher of Vinyasa Yoga, lover of deep strategy board games, active traveler

DAN BULLDOG IV

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Healthcare

EDUCATION

YALE SCHOOL OF MANAGEMENT AND YALE SCHOOL OF PUBLIC HEALTH **New Haven, CT**
Master of Business Administration (MBA), Master of Public Health (MPH) in Policy & Global Health **2018**

- Academic Distinction (Top 10% of class) in Leadership Fundamentals
- Executive Director, Yale Healthcare Collective– Foster collaboration and convene leaders of Yale health care clubs
- Teaching Fellow, Critical Issues in Global Health– Lead discussion groups, advise students, and grade policy briefs
- Consultant, Global Social Enterprise Philippines– Selected in team to advise a Filipino social enterprise
- Research Associate, Global Health Leadership Institute– Research complex adaptive systems in health innovation scale up

UNIVERSITY OF WESTERN ONTARIO **London, ON**
Bachelor of Arts (BA), Honors Business Administration (HBA) with Distinction, (GPA: 3.9/4.0) **2010**

- Dean's Honor List; HBAA Leadership Award; Exchange at Bogazici University, Istanbul Turkey

PROFESSIONAL EXPERIENCE

WORLD HEALTH ORGANIZATION, Multilateral UN Agency **Geneva, Switzerland**
Intern, Public Health, Innovation, and Intellectual Property (PHI) Department **Summer 2016**

- Developed an impact evaluation methodology and produced a 40-page RFP for evaluating PHI's global strategy; RFP will ensure accountability and determine future policy directions in innovation and access
- Built consensus on the role and function of the evaluation oversight committee; critical for the evaluation's political success
- Conducted research and produced a report on Tanzania's health R&D infrastructure, which will be distributed globally to increase knowledge and used in Tanzania to build health innovation and access policies
- Distilled a 50-page policy document into a briefing used by the Assistant Director General in diplomatic negotiations

SICKKIDS FOUNDATION (SKF), Hospital Philanthropy **Toronto, ON**
Senior Strategy Analyst **2014 – 2016**
Strategy Analyst **2014**

- Managed 12 projects, led cross-functional teams, and presented quarterly updates to successfully implement strategic plan
- Facilitated a Management & Board discussion on cost structure that maximizes donor impact by analyzing SKF's costs, synthesizing market trends, and benchmarking organization against competitors
- Led a 15-member cross-functional team to spearhead the organization's IT change management efforts
- Built financial models to estimate the Canadian fundraising market size and identified \$75M+ new opportunities

KIVA, Social Enterprise **Cape Coast, Ghana**
Kiva Fellow, Volunteer **2013**

- Improved microfinance institution's (MFI) efficiency by automating processes and training staff to build capacity
- Interviewed 170+ borrowers on the social impact of their loans and provided field feedback to improve MFI products

ND-INSIGHT, Healthcare Consulting **Toronto, ON**
Research Associate **2011 – 2012**

- Modeled a medical technology's quantitative impact on clinical and health system outcomes to develop an evidence-based sales tool; tool is used by the client's national sales force to better tailor product offering to customer needs
- Conducted ROI assessment of client's IT shared services and benchmarked client against competitors; analysis aligned cost structure to leading organizations in the Ontario health sector and improved operational efficiency
- Built consensus and increased transparency among 14 healthcare CEOs on procurement financing

OLIVER WYMAN, Management Consulting **Chicago, IL**
Business Analyst **2010 – 2011**

- Developed a polio vaccine demand model; validated model with scientific experts to advise client on vaccine policy
- Process mapped India's healthcare regulations and synthesized complex research to support a successful client pitch

ADDITIONAL INFORMATION

- *Language skills:* Fluent in Turkish, basic French; *Computer skills:* SAS, Stata
- *Interests:* Avid traveler, vintage shopping enthusiast, yoga and meditation practitioner

DANIELLE BULLDOG IV

Tel. (203) 555-5555 | E-mail: danielle.bulldog@yale.edu

Education

EDUCATION

YALE SCHOOL OF MANAGEMENT Master of Business Administration

New Haven, CT
2017

- Recipient, Dean's Scholarship, G. Harold Welch Fund; GMAT: 750 (98th percentile)
- Distinction (top 10% of class) in 50% of coursework, including strategy, education management, and operations
- Leadership: 2014 Education Leadership Conference Co-Chair (manage 7 direct reports, conference attracts 750 attendees); Career Coach; Admissions Interviewer; Non-profit Board Fellow; TA for 3 courses; Best TA Award

MASSACHUSETTS INSTITUTE OF TECHNOLOGY Master of City Planning (GPA: 3.89/4.00)

Cambridge, MA
2011

- MIT@Lawrence Community University Partnership Graduate Assistant; Lawrence CommunityWorks Assistant Planner; Public Service Center Fellowship; Boston Affordable Housing Development Competition, 3rd Place

BROWN UNIVERSITY

Providence, RI
2009

Bachelor of Arts, Urban Studies and Engineering, *magna cum laude with honors* (GPA 3.96/4.00)

- Phi Beta Kappa, Sigma Xi, Tau Beta Pi, Highest GPA in Urban Studies, Urban Studies Commencement Speaker

PROFESSIONAL EXPERIENCE

MATCH EDUCATION Education Pioneers Summer Fellow

Boston, MA
Summer 2016

- Spearheaded evaluation of Match Alumni Program and formulated program and data management strategy to improve outcomes for 240 Match alumni
- Created budgeting dashboard used at three schools, empowering school leaders to manage budgeting process

ACHIEVEMENT FIRST AMISTAD HIGH SCHOOL Director of Service Learning and Student Life, SAT Math Instructor Mathematics Instructor and Service Learning Coordinator

New Haven, CT
2014 - 2015
2013 - 2014

Project Management Experience

- Founded and directed Achievement First (AF) Amistad High School service learning program that created leadership opportunities for 240 students through 40 community service events and four ongoing programs
- Designed and ran summer service learning internship program to create leadership opportunities for 12 students
- Improved student investment in school community by organizing more than 100 community-building events, redesigning student government, and expanding college ready status program
- Managed staff to implement new school physical design plan on a limited budget to improve student environment
- Selected to participate in 2011-2012 AF Leadership Fellows as one of sixteen rising leaders at Achievement First

Instructional and Curricular Experience

- Developed SAT Math curriculum used by three teachers to impact 200 students at Achievement First high schools
- Led 70 juniors to a 140-point increase in their mean SAT Math scores by teaching differentiated SAT strategies, investing students in the test, tracking mastery and score growth, and building strong relationships with students
- Taught algebra to 60 ninth grade students, resulting in the highest algebra math scores in Amistad's 4-year history

TEACH FOR AMERICA (TFA) / ACADEMY OF URBAN PLANNING Teach For America Corps Member / Mathematics and Urban Planning Instructor

Brooklyn, NY
2011 - 2013

- Exceeded "Significant Gains" benchmark for student achievement in both years of teaching, a feat accomplished by only the top 20% of Teach For America teachers
- Raised academic performance through development of new curricula for Senior Seminar in Urban Planning, Statistics, and Engineering courses for 80 students, including an affordable housing project that students presented at MIT
- Mentored four TFA corps members to successful completion of their first year of teaching as TFA School Team Leader

ADDITIONAL INFORMATION

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- Mentored high school students by leading 11 Northwestern University Civic Education Project service-learning trips
 - Computer skills: ArcMap, Adobe Creative Suite, STATA, Dreamweaver, Excel, PowerPoint
 - Interests: Urban design, architecture, transit planning, popular economics, running half marathons

DAN BULLDOG V

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Consumer Packaged Goods

EDUCATION

YALE SCHOOL OF MANAGEMENT

New Haven, CT

Master of Business Administration (MBA)

2017

- Research Editor, Yale Center for Customer Insights; Chair, Marketing Club; Chair, Outreach Nonprofit Consulting Club
- GMAT: 720 (95% Percentile)

JOHNS HOPKINS UNIVERSITY

Washington, DC

Master of Arts (MA), Applied Economics

2014

- Key Coursework: Game Theory, Behavioral Economics, Econometrics
- GPA: 3.8/4.0

GRINNELL COLLEGE

Grinnell, IA

Bachelor of Arts (BA), Economics

2011

PROFESSIONAL EXPERIENCE

UNILEVER

Englewood Cliffs, NJ

Associate Brand Management Intern, Global Hair Brand Development

Summer 2016

- Created strategic market development plan to launch new format across all Unilever hair brands globally and grow market share in established markets by recommending next generation product development priorities
- Collaborated with regional and global cross-functional teams to establish the triggers and barriers for a new format launch in priority markets; managed concept, product and communications testing in Brazil, China and Japan
- Managed the creative development of storyboards for TV advertising in the UK, resulting in an outstanding test score in preview. TV commercials to air in August 2013

THE ADVISORY BOARD COMPANY

Washington, DC

Senior Marketing Manager, Business Intelligence

2014 – 2015

- Led re-launch campaign for business intelligence program; developed compelling value proposition and marketing strategy, conducted market analysis and implemented strategy resulting in \$750K in revenue
- Analyzed customer survey data, developed competitive landscape reports, created concise marketing collateral and presented to over 200 hospital executives; resulted in 72 potential client leads
- Managed two associates in achieving aggressive monthly and quarterly sales goals by providing coaching and resources

Dedicated Advisor, Business Intelligence

2013 – 2014

- Managed a portfolio of \$3MM and provided on-site consulting for 35 clients; led cross-functional client teams to define quality of care objectives, examine current antibiotics usage patterns and drive change management initiatives; resulted in a reduction of 1.74 days in average inpatient length of stay
- Analyzed client data to assess performance and conducted ad-hoc analyses for hospital executives resulting in over \$1.2MM in annual savings

Business Analyst, Business Intelligence

2012 – 2013

- Analyzed hospital quality and surgical data and delivered easy to use dashboards for physicians to illustrate opportunities for judicious use of broad spectrum antibiotics

Strategic Planning and Operations Associate – Audits Lead

2011 – 2012

- Conducted pro-forma analysis for expansion of client base to physical group practices and assisted in primary market research for new physician practice division; division launched in 2009

GRINNELL COLLEGE

Washington, DC & Grinnell, IA

Donald L. Wilson Program in Enterprise and Leadership Grantee

2010

- Developed grant proposal for One Economy Corporation to the Rosenberg Foundation for \$250K to support online programming targeted at recent immigrants; grant approved and project implemented in 2006

ADDITIONAL INFORMATION

- Computer skills: SAS, STATA, EViews, SQL
- Languages: Hindi, Dutch(basic)
- Interests: Concerts in unusual venues, non-profit consulting, road trips, veggie co-ops