

## EDUCATION

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2016 – 2018	<b>RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS</b> Candidate for Master of Business Administration (MBA) degree, May 2018. Concentration in Marketing. Club Affiliations: Marketing Club, Technology Club, Out and Allied O'CONNOR'S, Strategy and Marketing Consultant – Action Learning Project (ALP), Spring 2017 <ul style="list-style-type: none"><li>Led in-depth customer interviews and designed survey instruments to identify strategic opportunities.</li><li>Correlated demographic and sales databases to identify customer segments. Designed product bundles to provide optimal customer value and drive business results.</li></ul>	HOUSTON, TX
2005 – 2010	<b>BOWDOIN COLLEGE</b> Bachelor of Arts in Philosophy President of Ladd House, Member of Inter-House Council, Radio Show Host at WBOR, Editor at WBOR's <i>Zine</i>	BRUNSWICK, ME

## EXPERIENCE

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2017	<b>THE COCA-COLA COMPANY, MINUTE MAID</b> Brand Marketing Intern, Innovation Team <ul style="list-style-type: none"><li>Designed four product concepts for strategic entry into new beverage categories. Utilizing consumer insights and Nielsen data, triangulated a holistic picture of the concepts' segment and competitive set.</li><li>Led a cross-functional team to prove concept viability and profitability. Aligned key stakeholders across brand, legal, regulatory, finance, and commercialization departments.</li><li>Coordinated Consumer Insights Team to design and administer consumer-facing survey instruments.</li><li>Owned preparation of creative briefs for agency partners.</li><li>Presented findings and concepts to leadership and marketing organization, including VP-GM, Juice.</li></ul>	SUGAR LAND, TX
2011 – 2016	<b>THE EMERY/WEINER SCHOOL</b> <i>An independent, coeducational school serving grades 6-12.</i> Associate Director of Communications (2013-2016) <ul style="list-style-type: none"><li>Oversaw capital campaign communications. Assisted in raising \$17 million of \$20 million campaign goal.</li><li>Grew new student inquiries by 32%, contributing a 25% increase in new student enrollment.</li><li>Integrated video and multimedia content into existing marketing plan. Grew Facebook audience size by 30%.</li><li>Oversaw creation of a new school website within six months. Managed vendor and coordinated stakeholders.</li></ul> <b>Technology Integration Specialist (2012-2013)</b> <ul style="list-style-type: none"><li>Implemented a Bring Your Own Device Program with 95% adoption, enabling new models of pedagogy.</li><li>Designed, implemented, and taught a computer science curriculum.</li></ul>	HOUSTON, TX
2010	<b>BILL WHITE FOR TEXAS</b> <i>2010 Texas gubernatorial campaign.</i> New Media Coordinator (2010) <ul style="list-style-type: none"><li>Utilizing Google Analytics and conversion rates, developed online segmentation and outreach strategies.</li><li>Fostered constituent ownership of campaign goals. Recruited, organized, and oversaw rapid response teams.</li></ul> <b>Field Organizer (2010)</b> <ul style="list-style-type: none"><li>With limited resources, championed local planning in Collin County. Recruited and led a team of volunteers.</li><li>Dug deep into voter-information datasets to effectively target key demographics.</li></ul>	HOUSTON, TX HOUSTON, TX FORT WORTH, TX

## ADDITIONAL INFORMATION

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**Skills:** Nielsen Nitro, Adobe Creative Suite

**Leadership:** Technology Integration Committee at Beth Yeshurun Day School (2012-2016). Presenter at HAIS Advancement Meeting: "Incorporating Video into Your Marketing Strategy" (2016). The Emery/Weiner School Professional Development Committee: created professional development standards and policies (2012-2013).

**Activities:** Organizer at TEDxYouthDay ISAS (2012-2015). Photography enthusiast. Sole proprietor at Dry Powder Co., a freelance photography and video production company.