

## EDUCATION

2016 – 2018	<b>RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS</b> Candidate for Master of Business Administration degree, May 2018 Rice Mentorship Program, Rice Marketing Club (Co-Chair), Rice Strategy Club, Rice NAWMBA	HOUSTON, TX
2008 – 2012	<b>TEXAS CHRISTIAN UNIVERSITY (TCU), NEELEY SCHOOL OF BUSINESS</b> Bachelor of Business Administration in Marketing, International Emphasis TCU Leadership Medallion, May 2012 Semester Abroad, Universidad Pablo de Olavide, January 2011	FORT WORTH, TX  SEVILLE, SPAIN

## EXPERIENCE

2012 – Present	<b>DELL</b> <b>Proposal Manager, Customer Success Team (2015 – current)</b> <ul style="list-style-type: none"><li>End-to-end project management of proposal process, content coordination, and production of best in class proposals which articulate Dell's Brand Strategy and Value in written form</li><li>Proven ability to identify, win and manage large, global customer requests with significant revenue potential and fixed deadlines (result: 60+ proposals produced in FY17; success rate of 71%; \$120M total contract value)</li><li>Collaborate with marketing, sales, finance, engineering and legal teams in organized, effective manner in order to satisfy customer's requirements and expectations for each proposal presented in addition to cross functional collaboration on special projects for proposal team (result: increased proposal quality and consistency in addition to improved customer experiences)</li></ul> <b>Project Manager, Global Business Operations Org (2014)</b> <ul style="list-style-type: none"><li>Reported directly to executive management for two key projects focused on creating superior customer experiences and improved internal fulfillment processes (result: \$2M in cost savings and increased customer satisfaction as Dell met customer delivery requirements 90% of the time which was 2% increase YoY)</li></ul> <b>Leadership Development Program, Dell Sales and Marketing Teams (2012 – 2014)</b> <i>Two year accelerated leadership program with four unique rotations</i> Rotation 4: Business Development and Marketing for Original Equipment Manufacturers (OEM) <ul style="list-style-type: none"><li>Built out partner program for Dell's OEM Tech Partners which improved partner onboarding process, increased marketing collaboration and generated new sales opportunities (result: \$5M revenue, \$1M margin)</li></ul> Rotation 3: Public Relations & Influencer Relations <ul style="list-style-type: none"><li>Implemented influencer strategy (result: helped team achieve 140% return on investment and over \$27M social media valuation); Managed 3 different social media accounts (result: increased relevant consumer and business engagement that produced social media valuation of over \$72K)</li></ul> Rotation 2: Experiential Marketing & Brand Sponsorships <ul style="list-style-type: none"><li>Planned and executed over 30 experiential activations that showcased Dell's solutions, customer stories and brand purpose (result: increased brand awareness and social media engagement; over \$100K in revenue)</li></ul> Rotation 1: Consumer Sales <ul style="list-style-type: none"><li>Marketed products based on customer needs (result: \$400K in personal business over four months)</li></ul>	ROUND ROCK, TX
Summer 2011	<b>OVERTONE BOOKING</b> <b>Marketing Intern</b> <i>Boutique music production and promotion agency (now Spune Productions)</i> <ul style="list-style-type: none"><li>Created and promoted campaigns for Overtone using social media to increase awareness and sales</li></ul>	FORT WORTH, TX
Summer 2010	<b>THINK GROUP AUSTIN</b> <b>Office Intern</b> <i>Full service market research firm</i> <ul style="list-style-type: none"><li>Expanded focus group databases and produced e-mail promo which generated more traffic to website</li></ul>	AUSTIN, TX

## ADDITIONAL INFORMATION

**Dell Awards:** Michael Dell Champion Award (2017, 2014), Silver Award (2017, 2016), On the Spot Award (2015)  
**Community Involvement:** Dell Quarterly Community Service  
**Certifications:** Microsoft Certified Applications, Dell Consumer Sales Training, Dell Brand and Social Media Training  
**Professional Affiliations:** TCU Business Executive Alumni Board, Dell GenNext - Business Development Board, Dell Brand Champions, YPO Next Generation Austin, TCU Austin Alumni Board