
TERRIFIC STUDENT

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SUMMARY OF SKILLS

Digital Mkt | Brand Mgmt | Product Mgmt | Project Mgmt | Big Data Analytics | Mkt Strategy | Content Mgmt | Graphic Design

RELEVANT EXPERIENCE

VOLVO GROUP, Greensboro, NC

Aug 2014 – June 2015

Marketing Research Consultant, Group Truck Sales & Marketing Americas, MBA Intern

- Led an analysis of vehicle claims, results help Volvo recapture over \$100K+ in duplicate dealer charges made during a variety of national warranty campaigns
- Used financial data to identify gaps in supply chains that affected overall consumer reliability. Insights helped a \$250M+ reface campaign reduce cost, optimize processes and increase product reliability among major Volvo and Mack truck brands
- Recommended a strategy to integrate social media content to build brand awareness to expand the voice of the customer, the upshot created more statistical analysis which gave a better outlook on matters that affect performance and retention
- Automated financial reports which indicated the value of company assets and projects, time-savings help to increase productivity by 15%

IBM, Raleigh-Durham, NC

June 2013 – Sept 2013

Product Marketing Manager, (Big Data/WebSphere) Marketing Strategy, MBA Intern

- Led a competitive analysis of brands and services using Gartner data, qualitative research, and market trends to determine if IBM's growth could expand into the SMB markets
- Developed brand strategies by reviewing consumer trends that identified key issues facing SMB growth
- Used channel and customer expertise to develop insight-based strategies to forecast \$1.3B in category growth
- Recommended senior leadership use a niche segmentation model as a long-term growth strategy to position "Cloud" solutions as a subscription base service primarily to target SMB

MBA PROJECTS

ELON, Elon, NC

July 2012 – July 2015

Marketing Manager, Student Projects and Competitions

- **Stanley Furniture** (Study Abroad-Vietnam & Singapore) - Researched the company's marketing and operations abroad. Use data and qualitative research to identify trends to increase growth as well as barriers affecting logistics
- **Burlington Downtown Project** - Devised a rebranding strategy to attract new commerce within the town's art district. Strategy focused on partnerships with local businesses to increase awareness within it downtown district to appeal to new customers and new residences that could create sustainable growth for the future
- **Campbell's Case Competition** - Created a strategy to increase category growth of soups by partnering with chain restaurants and coffee houses to increase accessibility on the go. To stymie declining juice sales, I recommended V-8 rebrand their beverages category to focus more on mothers between the ages of 24 to 35, who control 85% of household consumption and share of wallet. Also recommended Campbell's increase international brand awareness within Brazil and SE Asia, since they are two of fastest growing emerging markets
- **Lenovo Strategy Challenge** - Recommended senior leadership refocus their campaign to put more emphasis on applications and usability that is tailored for most business needs. The strategy would focus more on combining complementary products that would increase efficiencies across product lines that would meet consumer demand

WORK EXPERIENCE

WELLS FARGO BANK, Charlotte, NC

Dec 1999 – Feb 2009, June 2010 – Aug 2012

Project Manager Infrastructure, Governance & Strategy

- Led the closeout phase of a \$1M project to remediate corporate server software licenses by validating the accuracy of its active production server licenses, which reduced corporate spending by 8%
- Developed centralized repository for training modules and other documentation, which reduced data redundancy by 15%, increase productivity by 10 % and reduced downtime by 14%
- Served as lead technical business analyst and client liaison supporting both enterprise applications and performance management
- Managed over 2000+ successful product launches for software applications currently used by over 500+ clients worldwide. All releases were delivered on time and within budget

TOYOTA RACING AND DEVELOPMENT (NASCAR), Salisbury, NC

Feb 2009 – June 2010

Quality Assurance Analyst, Software Development

- Recognized by top management for restoring client confidence through the revision of test strategies
- Revamped test strategies and test plans by 20% for high profile NASCAR Racing client-base applications, results improved customer confidence and reliability among brands
- Improved issue tracking efficiency by 30% by customizing SharePoint technology into condensed dashboard.

EDUCATION

ELON UNIVERSITY, The Love School of Business, Elon, NC, MBA, Marketing

2015

CLAFLIN UNIVERSITY, The Alice Carson Tisdale Honors College, Orangeburg, SC, BS Computer Science