

Bob Business

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EDUCATION

Bachelor of Arts in Business and Communication Studies

Southwestern University

May 20__
Georgetown, TX

- GPA: 3.35
- NCAA Division III Men's Soccer Team (Captain, SCAC Athletic Committee Representative)
- Student Government Association Representative

20__ – present
20__ – present

SKILLS

Microsoft Office (Word, PowerPoint, Excel (Pivot Tables, VLOOKUP, Charts, CONCATENATE))

Social media (Facebook, Twitter, Instagram), Socialbakers social media analytics platform

Google suite of products (Google Docs, Sheets, Forms, Slides)

Research via business databases (Business Source Complete, S&P NetAdvantage)

BUSINESS MANAGEMENT EXPERIENCE

Consulting Analyst Intern

Accenture

June 20__ – Present
Austin, TX

- Assist Project Management Team with cross team data collection, status rollup, and ad-hoc support
- Assist Marketing Operations Team with client programs such as email campaigns and digital coupons
- Established Governance Process Plan for Monthly Governance Meetings and facilitated an internal session
- Learned capabilities of project tracking software, JIRA, and became Scrum Master for the Analytics team

Transportation & Mobility Business Innovation Project

Senior Business Capstone Class, Southwestern University

August – December 20__
Georgetown, Texas

- Collaborated with team to develop innovation to improve transportation and urban mobility challenges
- Received guidance and insights from industry experts at Metroplia, Nelson\Nygaard, and Evolve Austin
- Conducted primary and secondary market research on mobility challenges
- Developed detailed business plan outlining innovation, related market analysis, and financial projections

Digital Marketing Consultant for W Hotels

Digital Marketing Class, Southwestern University

November – December 20__
Georgetown, Texas

- Analyzed social media (Facebook, Instagram, and Twitter) for the W Hotel Chicago branch and a direct competitor using SocialBakers social media analytics platform
- Conducted research on target markets' demographic and behavioral characteristics to align social media strategy with target market interests and needs
- Developed marketing plan and presented main finding to W Hotels Area Director of Marketing

Financial Analyst: Financial Analysis of Local Brew Pub

Finance Class, Southwestern University

January – May 20__
Georgetown, TX

- Investigated and researched possible success of a local brew club
- Forecasted demand and related it to probable costs
- Determined a Georgetown sports bar would be successful
- Earned highest grade in class

Entrepreneur (fencing company)

Self-employed

Summer 20__
Arlington, Texas

- Created a business to provide fencing service for elder community
- Prepared bids for fencing repairs, calculating materials and manual labor cost
- Communicated with customers on their fence work repair needs
- Hired and payed extra workers for larger repair jobs
- Purchased materials and repaired fences to customers' satisfaction

LEADERSHIP EXPERIENCE

Head Resident Advisor/Resident Advisor

Residence Life, Southwestern University

August 20__ – May 20__
Georgetown, TX

- Earned promotion from Resident Advisor to Head Resident Advisor, paraprofessional peer supervisor role
- Managed first ever, highly successful co-educational first-year residence hall; selected, trained and supervised 8 resident assistants
- Communicated effectively with staff and students, including facilitating meetings, mediating conflicts and advising students on personal and academic problems