

Is this *you*, or your *competition*?

Accelerator Alumni

Vanderbilt's Owen Graduate School of Management
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EDUCATION

Vanderbilt University
Candidate for Bachelor Degree

Nashville, TN

EXPERIENCE

- June – July 2008 **Accelerator – Vanderbilt Summer Business Institute** *Nashville, TN*
- Served as a consultant, investing over 250 hours developing financial, branding, operations, innovation, and management recommendations for 8 companies in 28 days.
 - Received 125 hours of MBA-level coursework taught by distinguished Owen faculty.
- Griffin Technologies, Marketing Analyst** *Nashville, TN*
- Researched consumers' complaints of current iPhone usability and developed iPhone compatible accessory geared to enhance iPhone functionality.
- Caterpillar Financial, Team Lead** *Nashville, TN*
- Developed a recycling plan to reduce the company's solid landfill waste by 70% in 2008.
 - Planned, organized, and facilitated team meetings.
- American Airlines, Presentation Lead** *Dallas, TX*
- Researched competitors' marketing tactics of small- to medium-sized enterprises (SME) and designed a loyalty program to increase market share of a more diverse clientele.
 - Presented solution to American Airlines executives at corporate headquarters in Dallas.
- Bridgestone Corporation, Industry Analyst** *Nashville, TN*
- Researched direct and indirect competitors and developed marketing plan geared toward increasing customer awareness of environmental efforts.
- Gresham, Smith and Partners, Financial Analyst** *Nashville, TN*
- Analyzed downtown Nashville property worth and potential investment cost for 12-acre, \$200M development and proposed a multifunctional use.
 - Projected return on investment and sensitivity analysis.
- YUM! Brands: KFC, Marketing Lead** *Louisville, KY*
- Conducted surveys of millennial attitudes towards quick service restaurants and KFC purchasing trends.
 - Developed national marketing event to appeal to a younger generation of consumers by revamping the menu and customer experience to increase market share.
- William Morris Agency, Industry Analyst** *Nashville, TN*
- Developed marketing and promotional plans, including traditional and viral strategies, for two up and coming musicians.
- Humana, Operations Lead** *Louisville, KY*
- Researched unique needs of Hispanic community in health care and health care competitors to design a program to increase market share of South Texas' Hispanic community.
 - Managed deadlines, team dynamics, and execution of presentation.

INTERNSHIP

- July-Aug 2008 **Paradigm Group** *Nashville, TN*
- Attended forums in multiple disciplines including, employee benefits, retirement services, and HR consulting.
 - Researched the industrial structure of insurance brokerages and national insurance trends.

SKILLS

Leadership, Public Speaking, Networking, Time Management, Marketing, Finance, Accounting, Operations, Innovation, Team Dynamics, Market Research, Industry Analysis, Communications.

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OWEN GRADUATE SCHOOL OF MANAGEMENT

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Summer
Business
Institute**

For more information on the program,
visit owen.vanderbilt.edu/accelerator
or contact us at 615.343.6291.