

EDUCATION	VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT Master of Business Administration, expected May 2009 Concentration: Marketing and Finance; Emphasis: Entrepreneurship <ul style="list-style-type: none">• Leadership Positions: President and Co-Founder of Owen AMPED, OSGA VP Social Impact, Lead Peer Coach• Clubs: Marketing Association, Media & Entertainment, Entrepreneurship, Law & Business, Cork & Barrel• GPA: 3.68	Nashville, TN
	UNIVERSITY OF WASHINGTON Bachelor of Arts, June 2000 Majors: English Literature, Society & Justice; Minor: Political Science <ul style="list-style-type: none">• Studied abroad at the University of Oxford, New College; GPA: 3.8	Seattle, WA
EXPERIENCE	ECHOMUSIC LLC (a Ticketmaster company) <i>Product Marketing Technology Intern</i>	Nashville, TN
2008	<ul style="list-style-type: none">• Business Development: Created business development strategy for new division based on existing product strengths and future industry trends. Final presentation included analysis of the unique value proposition and the competitive landscape, as well as an optimization plan for existing product categories.• Strategy: Analyzed industry and competitor trends to define competitive landscape; identified unique opportunities for brand maximization; supported analysis by designing an integrated sales and account management marketing plan.• Cross-Functional Team: Worked with members of IT, account management, and product marketing to research, analyze, develop, and implement a more efficient consumer FAQ experience in order to reduce customer service costs and improve the overall end-user experience.	
2008	SESAC, INC. <i>Corporate Relations Consultant/Intern</i>	Nashville, TN
	<ul style="list-style-type: none">• Leadership: Led team of MBAs to provide a deep dive into the Performing Rights Organization industry, including a brand audit, industry analysis, and qualitative research. Presented findings to the CEO and Corporate Relations leadership team. Hired to implement educational initiative strategy based on project recommendations.	
2005-2007	KNOWLEDGE MOSAIC LLC <i>Outside Sales Executive</i>	Seattle, WA
	<ul style="list-style-type: none">• Sales Marketing: Marketed and sold Internet-based research software to top AMLAW 100 firms and Fortune 500 companies by identifying and documenting client needs through market research and client interaction. Clients included Bear Stearns, Goldman Sachs, J.P. Morgan Chase, Banc of America Securities, and American Express.• Contract Negotiation: Researched and analyzed financial industry demographics to create new market opportunities through strategic planning, which led to negotiating four multi-office deals, increasing the average sale from \$8,000 to \$31,250. These four deals were the largest deals in company history, resulting in a \$145,000 increase in revenue.• Cross-Functional Team: Coordinated and worked with a cross-functional team, including upper management, to create and implement unique products designed to meet specific client needs, which led to new products and new market opportunities.	
2004-2005	<i>Inside Sales Executive</i>	
	<ul style="list-style-type: none">• Research & Analysis: Transformed Fortune 1000 sales strategy by adopting previous legal market strategy and adapting it to a unique corporate marketing plan after reaching & analyzing market landscape. This new plan resulted in a 45% revenue growth in the corporate market sector.• Direct Marketing: Created and implemented a strategic marketing plan that included an online strategy, sales promotions, and a direct mail campaign in order to optimize sales in an unproven market segment.	
2003-2004	THE FUND FOR PUBLIC INTEREST RESEARCH <i>Team Captain</i>	Seattle, WA
	<ul style="list-style-type: none">• Leadership: Led a fundraising team of up to 10 employees at a time to raise money for multiple non-profit organizations and organize grassroots campaigns to promote local and state legislative issues.• Recognized as a top 10 Fund Canvasser in the United States; third in the Seattle region, which led to a promotion to Team Captain.	
ADDITIONAL	<ul style="list-style-type: none">• Interests: passion for writing music, playing guitar, cooking, alpine skiing, and tennis.• Community Service/Volunteer History: Habitat for Humanity, Nashville Boys & Girls Club, Seattle Works Project Leader, Leukemia & Lymphoma Society Team in Training marathon finisher.	