

JACK ARMISTEAD RUTLEDGE
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EDUCATION **VANDERBILT UNIVERSITY** Nashville, TN

OWEN GRADUATE SCHOOL OF MANAGEMENT

Masters of Business Administration Candidate, May 2009

Concentrations: Marketing & Strategy

- Clubs: Owen Media and Entertainment Group, Net Impact, Web Consulting Group
- Nominated by faculty as a fellow in the Cal Turner Program for Moral Leadership in the Professions

VANDERBILT UNIVERSITY

BLAIR SCHOOL OF MUSIC

Bachelor of Music, May 2003

- Awarded *high honors* for original research thesis on the Duke Ellington Orchestra's Harry Carney.

EXPERIENCE **ECHO (a Ticketmaster Company)**

Summer 2008 *MBA Product Management Intern* Nashville, TN

- Led cross-departmental teams to design specifications and business rules for new product services and features, reducing time to release of solutions by 50%.
- Trained senior marketing staff on technology and workflow details of a new process that captured \$8,000 in monthly affiliate sales revenue for clients.
- Developed and implemented a triggered email campaign designed to up-sell new fans into subscription services, driving \$40,000 of incremental annual revenue.
- Constructed a clear understanding of consumer segmentation by building mathematical models of segments using customer demographics, survey response, email campaign response, and online behavior.

2005- 2007 **SMITHSONIAN INSTITUTION** Washington, DC

Theater Operations Supervisor, Smithsonian National Air and Space Museum

- Designed and implemented a strategic plan to streamline management and ticketing operations across the Smithsonian's three IMAX theaters through staff training and successful negotiation of organizational politics.
- Managed 30 person sales staff in customer relations and crowd control leading to increase in customer satisfaction and reduction in queue time.
- Mentored staff on personal selling skills leading to an increase in sales of Smithsonian annual memberships at museum box office by \$30,000 over previous year.
- Innovated hiring strategies to meet demands of international customer base, increasing linguistic capacity from two to twelve fluent languages over six months.

2005 *Development and Volunteer Management Intern, Smithsonian Center for Folklife and Cultural Heritage*

- Composed grant proposals to obtain funding for a project focused on traditional music of Uganda used in HIV/AIDS education, leading to the release of a Grammy-nominated record *Singing for Life!*
- Coordinated staffing of two-week festival through recruitment and of over 300 volunteers recruitment and tracking.
- Led and trained 25 volunteers, ensuring festival information booths provided all resources necessary to inform and educate visitors to National Mall.

2003-2005 **JACKSON'S BAR AND BISTRO** Nashville, TN

Lead Sales Associate

- Developed and maintained diverse clientele beyond existing customer base to grow and sustain revenue.
- Trained new hires in customer service, workflow process, and use of point-of-sale computer system.
- Consulted with senior management on inventory management and sales promotion opportunities.

ADDITIONAL

- Built a network of contacts over two months in Kampala, Uganda to facilitate research in HIV/AIDS education through traditional and popular music using interpersonal communication in a foreign environment.
- Performed with various jazz groups around the world including venues such as Avery Fisher Hall at the Lincoln Center in New York City, The Montreux Jazz Festival, and the National Gallery of Art in Washington, DC.