



Education

Virginia Polytechnic Institute and State University (Virginia Tech) – December 2015
The Pamplin College of Business

B.S. Marketing Management

Business Internship Experiences

Business Development & Client Relations Intern – Global Spectrum

Philadelphia, PA – August to November 2014

- Conducted market research for sales team—venues, markets, competition; complete extensive research template
- Tracked all projects weekly by researching press releases & phone/e-mail correspondence to potential clients
- Coordinated sales packets for potential and existing clients; writing and reviewing sales letters
- Provided input/ feedback to senior management in bi-weekly department meetings
- Managed contract and business development files
- Reviewed Request for Proposals (RFPs), Request for Qualifications (RFQs), Pro Forms, & other sales materials

Strategic Marketing Analyst Intern – John Wiley and Sons

Hoboken, NJ – May to August 2014

- Conducted market research – analyzed findings.
- Incorporated Data Visualization / Competitive analysis – presented research to management
- Assisted management in determining if company should get into given market
- Worked with Qualtrics survey system; analyzed survey results
- Helped with team organization- sent team members updates and reminders weekly

Marketing Research Internship – Chinese Language Institute

Guilin, China – February to May 2014

- Helped increase revenue by recruiting international schools and universities to partner with CLI
- Provided western culture training to staff members
- Contributed to marketing materials and social media outlets
- One-on-one Mandarin Chinese lessons- 4 hours a day

Volunteer Experience

Volunteer – Globalteer

Medellin, Colombia – March to May 2015

- Local foundation for neglected children coming from broken families
- Led different activities with children; teach English
- 6 hours a day; 10 weeks
- Lived with local, Spanish-speaking Colombian family

Other Experiences

Market Research and Consulting for 2 small businesses – Tech Tan ('13) Blacksburg Bagels ('14)

Blacksburg, VA

- Analyzed the business's positioning and created marketing campaigns to increase revenue

QC Photography

West Chester, PA – March 2015 to Present

- Personal photography business; web-analytics; web-development skills – qcphotography.flavors.me

