

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

## Accelerator Alumni

Vanderbilt Owen Graduate School of Management  
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### Education

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**Vanderbilt University** *Nashville, TN*  
Candidate for Bachelor Degree.

### Experience

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May-June 2007 **Accelerator – Vanderbilt Summer Business Institute** *Nashville, TN*  
Served as a consultant, developing financial, branding, operations, innovation, and management recommendations for 10 companies in 30 days.  
125 hours of MBA coursework taught by distinguished Owen Graduate School of Management faculty.

May 2007 **American Airlines, Industry Analyst** *Dallas, TX*  
Researched competitors' marketing tactics for high-margin customers.  
Developed technology based marketing campaign to increase "road warrior" ticket sales.  
Presented solution to American Airlines executives at corporate headquarters in Dallas.

**Gomez Photography, Financial Analyst** *Nashville, TN*  
Designed a branding and marketing campaign for one of Nashville's prominent photographers.  
Created financial analysis of costs and potential benefits.

**Lexus, Marketing Lead** *Nashville, TN*  
Conducted surveys of effective ways to target millennial generation car buyers.  
Generated a strategy to target Lexus IS 250/350 to millennial demographic.

**MAPCO, Industry Analyst** *Nashville, TN*  
Researched direct and indirect competitors.  
Designed a loyalty program to increase market share of more diverse clientele, including millennial.

June 2007 **FedEx, Operations Lead** *Memphis, TN*  
Managed deadlines, team dynamics, and execution of presentation.  
Designed and presented new incentive program to increase "wallet share" of small business customers.

**Gresham, Smith and Partners, Financial Analyst** *Nashville, TN*  
Proposed use of 13.7-acre property and projected return on investment and sensitivity analysis.  
Analyzed property worth and potential investment costs for 13.7 acre, \$200M development.  
Projected return on investment and sensitivity analysis for proposed solution.

**Hospital Corporation of America, Market Researcher** *Nashville, TN*  
Developed marketing strategy for CRM tool to reach affiliate hospitals, physicians, and/or local employers.  
Designed implementation strategy for roll-out of CRM tool.

**National Civil Rights Museum, Marketing Lead** *Memphis, TN*  
Designed an awareness campaign to connect young people with the history of civil rights.  
Created strategy to stimulate social action among millennial generation.

**Tennessee Performing Arts Center, Operations Lead** *Nashville, TN*  
Generated a grassroots marketing campaign and membership program to reach young professionals.

**Whirlpool, Team Leader** *Benton Harbor, MI*  
Developed a marketing strategy for re-launching of Fabric Freshener product.  
Planned, organized, and facilitated team meetings.

### Internship

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July-Aug 2007 **Gresham, Smith and Partners** *Nashville, TN*  
Advanced ideas presented in Accelerator project for the architecture, engineering, and interior design firm.  
Assisted urban planning and design team by conducting research and financial analysis on sustainable development and design.

### Skills

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