



NYU

**LEONARD N. STERN
SCHOOL OF BUSINESS**

OFFICE OF CAREER DEVELOPMENT RESUME SAMPLES

TABLE OF CONTENTS

Business Development and Consulting.....	3
Client Relations.....	4
Education.....	5
Engineering.....	6
Entrepreneur.....	7
General Finance.....	8
Finance.....	9
Hedge Fund.....	10
International.....	11
Marketing.....	12
Media & Publishing.....	13
Military.....	14
Non-profit.....	15
Tech Consulting.....	16

ANSON CORINALDO

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- Education: **NEW YORK UNIVERSITY** New York, NY
Leonard N. Stern School of Business
Master of Business Administration, May 2015
Specializations in Marketing, Consulting, and Entertainment, Media, & Technology
- CARNEGIE MELLON UNIVERSITY** Pittsburgh, PA
Bachelor of Science, Psychology, May 2006
Bachelor of Arts, Japanese
Minor in Business Administration
- Presidential Scholar, High Honors Recipient
- Experience: **CAPGEMINI CONSULTING** South San Francisco, CA
2010–2013 **Project Coordinator & Consultant**
- Coordinated teamwork across multiple, cross-functional teams at a high level and collaborated with a multitude of individuals across the organization
 - Managed project timeline and kept all relevant teams accountable and updated by scheduling and running weekly status meetings
 - Organized and managed completion of daily migration tasks to facilitate the change management process in fast-paced environment
 - Analyzed and presented on project success and shortcomings regularly to senior leadership
 - Identified existing gaps with the current training approach and knowledge base, suggested solutions to the leadership and implemented them to improve efforts, leading to an increase overall customer satisfaction
 - Guided project's direction by analyzing past survey data, digesting trends, and summarizing into actionable next steps
- 2008–2009 **GOOGLE, INC.** Mountain View, CA
Associate Business Marketing Manager
- Designed and initiated educational and engaging multi-channel marketing campaigns to reach our target consumer segments while driving customer satisfaction and account strength; returned up to 30x ROI
 - Created sales materials and solutions designed to sell to Forbes 500 clients
 - Developed and implemented new marketing and communication programs to educate and engage the advertiser community both online and off-line and ensure longer and more profitable relationships
 - Analyzed and reported on ROI for entire marketing group to higher management
 - Drove customer-centric improvements and innovations to existing Google products by building and managing strong relationships with Product teams and Sales teams
- 2006–2008 **Account Strategist** Mountain View, CA
- Founded and developed the AdWords cross-sell program from scratch, creating a framework for sales team to successfully cross-sell top clients on Google products, leading to over 2500 new product users
 - Built and led cross-functional group to improve cross-selling programs internationally across the company
 - Directed trainings for over 300 sales people on how to cross-sell advertisers new products
 - Partnered with and provided close consultation to a wide variety of clients to solve their needs with our products
 - Designed and created new internal knowledge base to educate sales teams; received over 100 hits per day
 - Motivated hundreds of sales people by consistently creating new incentives and rewards for success
 - Serviced hundreds of advertisers by providing high quality customer service
- Additional:
- Basic knowledge of Japanese
 - Proficient in market research portals such as Jupiter, LexisNexis, AdRelevance
 - Interests include: Soccer, travelling (20 countries visited), racquetball, and technology

MEREDITH GREY

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- Education: **NEW YORK UNIVERSITY** New York, NY
Leonard N. Stern School of Business
Master of Business Administration, May 2015
Specializations in Marketing, Product Management and Entertainment, Media and Technology
- Forté Fellow
- UNIVERSITY OF PENNSYLVANIA** Philadelphia, PA
Bachelor of Arts, Communication, 2003
- *cum laude*
 - Minor in Hispanic Studies
 - Member, Division 1 Track and Field Team
- Experience: **EARTHBOUND MEDIA GROUP** Los Angeles, CA
2009–2013 **Client Services Director**
- Developed business by envisioning and selling user-centric digital marketing solutions and strategy to corporate, non-profit and entertainment clients
 - Produced 300% growth within the entertainment vertical by developing engaging websites and campaigns and pushing agency expertise in social media strategy/intelligence
 - Evaluated internal processes in conjunction with external campaign results to turn findings into new policies and business lines, including defining social media capabilities which accounted for 20% growth in all new budgets
 - Planned and managed eight accounts totaling over \$2M, requiring coordination of up to fifteen-person cross-functional teams to meet client business goals and objectives
 - Built and negotiated project budgets, authored Statements of Work and Master Service Agreements, and generated and analyzed profit and loss statements
- 2007–2009 **SPACEDOG** New York, NY
Director, Account Management
- Managed and defined the agency's strategic, creative and technical goals and processes for developing engaging new media brand experiences across digital, print and event-based platforms
 - Designed agency infrastructure, streamlined interoffice processes between New York and Los Angeles offices and identified and developed two offshore production teams in Bangladesh and Brazil
 - Supervised all stages of production, including interactive strategy, schedules, budgets, client communication, analysis of metrics, content management and quality assurance
 - Conceptualized branded entertainment vehicles (such as graphic novels) that married content and brands to create programs and franchises for clients such as HBO, Mazda, Harley-Davidson and Peavey Guitars
- 2005–2007 **WILSON RELATIONSHIP MARKETING SERVICES, LLC** New York, NY
Account Manager
- Managed lead acquisition online marketing campaigns for diverse clients including AAA, HSBC, AOL and Wells Fargo
 - Analyzed campaign metrics and presented detailed reports on ROI, CPL, and CPC to assess and continually optimize campaign performance and provide results-driven, successful guidance of accounts
 - Led the re-branding and re-launch of WilsonRusch as Wilson RMS by overseeing development of all branded materials including a re-designed website, collateral and client communication strategy
- Additional:
- Languages: Proficient in Spanish, basic knowledge of French
 - Proficient in Microsoft Project and Visio, Salesforce, Basecamp, Google Adwords, Nielsen NetRatings
 - Interests include: volunteering at animal shelters and promoting pet adoption, DIY home décor and furniture refurbishing, hiking, travel

KEITH HERRERA

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- Education: **NEW YORK UNIVERSITY** New York, NY
Leonard N. Stern School of Business
Master of Business Administration, May 2015
Specializations in Strategy, Social Innovation and Impact, and Product Management
- Member, Strategy & Operations Club, Social Enterprise Association, Graduate Marketing Association
- HARVARD UNIVERSITY** Cambridge, MA
Bachelor of Arts, Government, June 2007
- *cum laude*
 - Recipient, Latin American Education Foundation Scholarship for Leadership and Community Service
- Experience: **COLLEGE COACH** New York, NY
2009–2013 **Director, Educational Consulting**
- Implemented operations and marketing strategy for consulting services designed to reach school administrators which was launched in February 2011 at the National Conference on Education
 - Analyzed and redesigned internal processes relating to college lists and essay review that resulted in measurable increases in Consulting and Employee Experience team productivity
 - Strategized with senior product development team on increasing presence in the international marketplace; evaluated revenue projections, operations, and marketing
 - Delivered workshops on College Admissions strategy to employees of *Fortune* 500 companies throughout the United States
 - Consulted with over 300 families nationwide annually on the College Admissions process
- 2008–2009 **PARADIGM TALENT AND LITERARY AGENCY** Beverly Hills, CA
Television Literary Coordinator
- Tracked, verified, organized, and disseminated information from all sectors of the Television industry for agents and clients
 - Prepared briefings for agents concerning the status of ongoing projects and new employment opportunities for clients
 - Conducted highly-confidential research projects for senior agents
 - Assisted agents in meetings with clients and senior-level creative executives at all major networks and studios
 - Participated in selective agent trainee program
- 2007–2008 **HARVARD UNIVERSITY** Cambridge, MA
Admissions Officer
- Processed over 1,700 applications annually as member of undergraduate admissions committee
 - Transformed training, management, and recruitment processes for tour guides which resulted in positive feedback from visitors and long-time admissions professionals
 - Led an internal initiative to increase awareness surrounding recruitment of Latino students, contributing to the group comprising 10+% of the incoming class for the first time in Harvard's history
 - Managed over 40 tour guides and admissions greeters as Director of Visitor Outreach, an office responsible for the experiences of over 10,000 visitors to campus each year
 - Represented Harvard at numerous workshops and presentations throughout the country designed for students, parents, educators, and alumni
- Additional:
- Languages: Spanish (proficient)
 - Member, Harvard Club of New York City; National Society of Hispanic MBAs
 - Interests include: traveling, seeking out great Mexican food, and volunteering with youth outreach organizations

ROSS GOODSON

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- Education: **NEW YORK UNIVERSITY** New York, NY
Leonard N. Stern School of Business
Master of Business Administration, May 2015
Specializations in Business Analytics, Strategy, and Economics
- CORNELL UNIVERSITY** Ithaca, NY
Bachelor of Science, Mechanical Engineering, May 2009
- Member: Alpha Sigma Phi Fraternity
- Experience: **TRC ENERGY SERVICES** Woodbridge, NJ/New York, NY
2011-2013 **Energy Engineer/Consultant**
- Developed strategy for and led the technical operations of the New Jersey Multifamily Weatherization Assistance Program; collaborate with a New Jersey affordable housing mortgage agency and ten engineering firms to identify and implement nearly \$30 million in energy efficiency improvements for approximately 5,500 low-income multifamily housing units
 - Worked closely with a New York State energy agency to facilitate the creation of Regional Sustainability Plans throughout the state; strategize with regions to determine what project ideas will be most competitive as they seek to win a portion of the \$90 million earmarked for implementation
 - Collaborated internally on the strategic approach and development of proposals for future business opportunities; won a \$4 million contract to implement an energy efficiency program in a new market
 - Partnered with a New York State energy agency to streamline the launch of a carbon emissions reduction program; conducted scoping sessions with over 100 property managers to ensure their eligibility in an effort to reduce New York City carbon emissions by 500,000 tons per year
 - Performed high-level program development, market research, technical energy analysis, and managed client applications for the New Jersey Clean Energy Program, directly contributing to the distribution of nearly \$5 million in incentive funding
- 2009-2011 **SUNOCO REFINING & SUPPLY, INC.** Philadelphia, PA
Project Engineer
- Managed a multidisciplinary team of internal stakeholders and third party contractors to develop and implement nearly \$3 million in capital improvement projects
 - Designed innovative, cost-effective solutions for unexpected construction challenges as part of a three-person field engineering team, contributing to the success of a \$200 million refinery upgrade
 - Partnered with a mechanical design firm to develop a \$500,000 repair for a highly critical pressure regulation device, resulting in 25% fewer unplanned shutdowns of the 140,000 barrel/day refining unit
 - Monitored construction process to ensure quality and meet budget constraints; evaluated each project after implementation to determine future best practices, which led to approximately \$1 million in total project savings through optimization and simplification of future designs
 - Chosen to lead the first-round recruitment effort at Cornell University; managed the company information sessions and undergraduate interview process for full-time engineering positions
- Additional:
- Certified Energy Manager (CEM), LEED AP BD+C
 - Visited 20 countries and 34 states; rebuilt a hovercraft; ran 2011 NYC Marathon

TINA NIXON
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- Education: **NEW YORK UNIVERSITY** New York, NY
Leonard N. Stern School of Business
Master of Business Administration, May 2014
Specializations in Luxury and Retail, Marketing, Strategy
- UNIVERSITY OF CALIFORNIA, LOS ANGELES** Los Angeles, CA
Bachelor of Anthropology, December 2008
- Afrikan Student Union, Academic Advancement Program
 - UCLA Anthropology Association
- Experience: **BEAUTY BY TINA** Los Angeles, CA
2005 - Present **Partner, Aesthetician**
- Built successful, self-sustainable, aesthetician business, which provides spa services, beauty consulting, and retail products to discerning Southern California clientele
 - Coordinate effective luxury hospitality marketing events with leading hospitality and skincare companies including Caesars Entertainment and Arcona Skin Care
 - Perform independent market analysis and prepare internal reports to facilitate business decisions
 - Created internet and mobile marketing campaign to reach skin care and spa enthusiasts in Southern California that resulted in 15% increase in new client bookings for spa services and skin consultations
- 2010 - Present **ARES MANAGEMENT** Los Angeles, CA
Corporate Services Coordinator
- Oversee all operations related to the support of a 65,000 square foot office suite in Century City, California with an annual \$6 million budget
 - Manage all support staff employees with direct responsibility for ten team members; coordinate all human resources activities and assess and address human capital issues that arise
 - Successfully navigate an environment of aggressive growth in headcount by coordinating space planning and major construction projects such as a \$400,000 build out of existing office space to add more usable square feet to current configuration
 - Worked directly with Chief Operating Officer and Head of Corporate Services to find, lease and manage a \$1,000,000 re-model of a 20,000 square foot new office space while simultaneously reconfiguring current office suite
- 2002 – 2005 **SPA GREGORIES** Newport Beach, CA
Spa Coordinator
- Provided premium customer service and luxury retail spa product sales to clients
 - Developed Direct Sales strategy that increased retail to service sales ratio to 12%
 - Responsible for overall spa operations including coordination of treatments in a 10,000 square foot spa containing over 30 treatment rooms, management of a retail boutique, and oversight of housekeeping and culinary services staff
 - Supervised and scheduled 50 technicians with an average weekly volume of 1500 appointments for 1200 clients
- Additional:
- Forte Foundation - Member
 - UCLA Alumni Association-Member
 - Susan Komen Race for the Cure - Local Fundraising Chair & Volunteer (2003-2009)
 - Interests include: traveling, hiking, coaching youth sports soccer and basketball

JAVIER NADAL
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- Education: **NEW YORK UNIVERSITY** New York, NY
Leonard N. Stern School of Business
Master of Business Administration, May 2015
Specializations in Finance, Banking and Accounting
- UNIVERSITY OF WEST FLORIDA** Pensacola, FL
Bachelor of Science in Business Administration, May 2006
Concentration in Finance and Minor in Business Management
- Graduated *cum laude*
 - Awarded the College of Business' Academic Scholarship
 - Varsity Tennis Team Scholarship, NCAA Division II National Champions (2004 – 2005)
- Experience: **STARWOOD HOTELS & RESORTS** Miami, FL
2010–2013 **Manager, Acquisition and Development, Latin America Division**
- Prepared financial models and presentations of investment strategies, financing, and return scenarios to institutional investors, private equity firms, and international real estate groups leading to transactions ranging from \$50mm to \$200mm
 - Led negotiations resulting in execution of a 15 year contract valued at \$2mm for a new 140-room hotel in Bogota, Colombia
 - Developed the annual 3-year strategic growth plan for Latin America, subsequently approved by the senior management team
 - Led a 4-person team through the global development committee approval process including feasibility analyses, profitability scenarios, market research, financing, and legal deal term implications for more than 10 projects in 6 countries
 - Supported strategic growth plan for Brazil by analyzing the economic impact of brand mix, market penetration, financing structure, and synergies with existing assets resulting in investment plans totaling approximately \$250mm
- 2006–2010 **Analyst, Acquisition and Development, Latin America Division** Miami, FL
- Prepared financial and feasibility analyses including cash flows projections, FX models, optimal capital structure, liquidity forecasting, and pro-formas for more than 100 transactions in 14 countries
 - Designed a financial model for hotel chain valuations and acquisitions subsequently used in future deals
 - Coordinated cross-functional teams in operations, accounting, legal, treasury, tax, and corporate finance to present a total of 35 projects to the senior management team
 - Prospected new clients, resulting in the development of 3 hotels and approximately \$5mm NPV in franchise/management fees to Starwood
 - Documented key market trends, including competitor information, development benchmarks, valuations, exit multiples, financing rates, and FX variations throughout Latin America
 - Formed part of a multidivisional 5-person team to redesign the financial model used worldwide by Starwood for every project valuation and return analysis
 - Received the Starwood Hotels & Resorts "Gold Star Award" for outstanding performance in 2008
- Additional:
- Fluent in Spanish
 - Top 10 ranked tennis player in 2000 and 2001 in Argentina
 - Awarded Athlete of the year in 2000 by the Sports Commission of Salta
 - Sponsoring a child in Philippines through Children International since 2008; sponsoring a Ministry in Lima through Kids Alive since 2008; Volunteer, Pensacola Breast Cancer Association
 - Interests: tennis, soccer, traveling

JAMES MATTHEWS
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Education: **NEW YORK UNIVERSITY** New York, NY
Leonard N. Stern School of Business
Master of Business Administration, May 2015
Specializations in Finance, Strategy, and Real Estate

DUKE UNIVERSITY Durham, NC
Trinity College of Arts and Sciences
Bachelor of Arts, History, May 2009

- Graduated in three years, *cum laude*, with High Distinction in History
- Treasurer, Delta Kappa Epsilon Fraternity
- Resident Assistant, Blackwell Residence Hall
- Practice Captain, Sailing Club

Experience: **CAPITAL ONE** Richmond, VA
2009-2013 **Senior Business Analyst, Small Business Banking**

- Planned, executed, and analyzed the results of direct mail, e-mail, and online banner marketing campaigns, with a \$2 million annual budget
- Generated and shared an 80-slide market research presentation with senior leaders, detailing growth opportunities by bank district in deposits, loans, and treasury management services
- Produced multi-layer calling campaign reports used by 300 bankers and their managers across eight states
- Led a team of four to design and deliver the division's largest targeted marketing campaign to date, which generated approximately \$500,000 in annually-recurring revenue

Business Analyst, US Card Customer Management

- Persuaded executives to terminate a check program, previously thought to be profitable, saving the company \$1-3 million in annual operating and credit costs
- Orchestrated a pilot program, which made online chat available to balance transfer customers; following my recommendation, the department vice president authorized full-time implementation of chat on the balance transfer portion of the Capital One website
- Partnered with General Counsel to bring core marketing materials into compliance with the CARD Act
- Formulated recruiting strategies, mentored new analysts, and managed career fair booths

Summer 2008 **T. ROWE PRICE** Baltimore, MD
Intern, Compliance

- Trained three new associates using personally-developed technical procedure manuals
- Reviewed late-day trading activity and investigated suspicious transactions in client accounts
- Identified, tracked, and categorized abandoned property records
- Contacted individuals with uncashed checks to facilitate the closure of a large corporate bank account

Additional:

- Interests include: Biographies of famous businesspeople, playing the piano (particularly pieces written by Rachmaninoff, Chopin, Tchaikovsky, and Prokofiev), sailing Sunfish and JY15s, and visiting historical sites

RYAN CALLAHAN
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- Education: **NEW YORK UNIVERSITY** New York, NY
Leonard N. Stern School of Business
Master of Business Administration, May 2015
Specializations in Strategy, Management, Entrepreneurship
- UNIVERSITY OF NOTRE DAME** South Bend, IN
Bachelor of Business Administration, Finance May 2005
- Experience: **ZIMMER LUCAS PARTNERS, LLC (ZLP)** New York, NY
2008-2013 **Senior Fund Accountant/Senior Operations Associate**
- Managed day to day operations and accounting of two funds of funds, totaling \$200MM in assets under management
 - Created and maintained models to accurately and efficiently predict future cash flows for fund of fund products
 - Member of deal team responsible for researching credit providers, engaging providers in discussion, negotiating terms, analyzing appropriate loan to value levels and future cash needs for credit level, and ultimately closing deal on \$12.5MM loan facility for Fund of Funds
 - Identified areas to decrease costs by preparing expense attribution schedules, which led to a reallocation of assets between custodians, thus saving over \$50,000 annually in expenses
 - Managed liquidation of three investor classes by ensuring proper allocation of all assets, and managed investor expectations of subsequent cash distributions
 - Developed daily, weekly and monthly task timelines in order to review and reconcile trading activity, cash, P&L, and NAV's, which streamline the month and year end accounting process
 - Analyzed underlying funds' valuation processes to determine the accuracy of the stated net asset value
 - Produced and maintained valuation models used to obtain NAV's for illiquid hedge fund investments
- 2010-2013 **Member of Fund of Funds Investment Committee**
- Member of ZLP team that reviews and analyzes investment related issues and whose consensus must be reached before transacting
 - Conducted operational and investment due diligence meetings with prospective hedge fund managers
 - Consulted with portfolio managers and Chief Administrative Officer on fund of funds subscriptions and/or redemptions, executed trades and movement of cash between master and feeder funds to finalize the purchase or sale
- 2007-2008 **Hedge Fund Accountant**
- Independently administered the closing of books for month-ends by calculating and reviewing investor allocations, reconciling investment positions held at third parties, verifying pricing for less liquid holdings, and prepared complete accounting package for CFO for final review
- 2006-2007 **GENERAL MILLS, INC** Minneapolis, MN
Business Planning Associate – Business Development
- Provided analytical support/expertise to trade marketing, business development and category management groups of \$175MM account, determined appropriate level of funding and allocation of a \$20MM trade budget
 - Forecasted project volume and profit of proposed promotional plans using historical analysis, and current consumer and market environments to recommend plan of action at the shelf
- 2005-2006 **Business Management Associate – Category**
- Assisted field sales team on \$175MM wholesale account, by providing category analysis and consumer data
 - Constructed sales pitches for new General Mills products, ultimately increasing volume and share for GMI products at the shelf by winning the support of our clients
- Additional:
- Big Brother for Big Brothers Big Sisters of New York City
 - Member of Notre Dame Alumni Club of New York City

JIA-ME (KATHERINE) QIAN
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- Education: **NEW YORK UNIVERSITY** New York, NY
Leonard N. Stern School of Business
Master of Business Administration, May 2015
Specializations in Finance, Global Business, and General Management
- COMMUNICATION UNIVERSITY OF CHINA** Beijing, China
School of International Studies
Bachelor of Arts, International Communications, June 2009
- Ranked 1st in class, awarded national scholarship for three years
 - Chairperson of Student Union at School of International Study
 - Established 40-member Minor Language Association, served as President
- Experience: **AMERICAN SECURITIES** Shanghai, China
2013 **Associate**
- Developed market entry strategies for the largest US drainage system manufacturer to enter China, through researching and analyzing industry drivers and competitive landscape
 - Conducted due diligence and supported final bidding for an auto parts manufacturer based in Michigan (US \$750 million deal size, announced in October 2012); interviewed with senior industry experts and forecasted its future revenue and profit growth in China
 - Screened add-on acquisition targets and evaluated potential investment opportunities in China; achieved \$2 million cost reduction and financial synergies through recommending local suppliers for partnership with our invested companies in the US
- 2011–2012 **FOSUN INTERNATIONAL** Shanghai, China
Senior Manager, Limited Partner Relations
- Co-led fundraising roadshows for new funds, ultimately raising \$250 million in equity, advising on asset allocation and investment strategies and maintaining relationships with Limited Partners (LPs) across Asia and America
 - Managed a five-person investor relationship team and partnered with Accenture consultants to design and develop a software/database for management of existing and potential LPs
 - Facilitated synergies between subsidiaries and investors, resulting in the development of a \$10 million property landscaping contract for Fosun's real estate subsidiary, Forte Group
- 2009–2011 **Management Trainee** Beijing, China
- Analyzed comprehensive financial statements of six investment targets across media, consumer and TMT industries, including CN Live, a Pre-IPO project valued at \$15 million
 - Cultivated government relationships including National Social Security Agency and China Securities Regulatory Commission; expanded exit channels and delivered value-adds to portfolio companies
 - Helped JOY.CN, a portfolio company of a leading video-sharing website, obtain its operating license (one of five awarded in China)
- Additional:
- Volunteer leader of Global Olympic Sponsors Coordination for 29th Olympics
 - Languages: Mandarin (native)
 - Interests include table tennis, piano and travelling

TAYLOR NICHOLAS

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- Education: **NEW YORK UNIVERSITY** New York, NY
Leonard N. Stern School of Business
Master of Business Administration, May 2015
Specializations in Luxury Marketing Product Management, and Strategy
- Recipient, LAGRANT Scholarship for excellence in Marketing, Advertising & PR; Stern Alumni Scholarship
- WASHINGTON UNIVERSITY IN ST. LOUIS** St. Louis, MO
Bachelor of Arts, Women & Gender Studies and Psychology, May 2007
- Awarded Ervin Scholarship Recipient for academic excellence, leadership and commitment to service
- Experience: **ALIVE MAGAZINE** St. Louis, MO
2010–2013 **Sales Account Executive**
- Sold and managed \$600,000 portfolio containing over 200 active clients in first year as Account Executive, clients included: Brown Shoe Company, Anheuser-Busch and Washington University, as well as local restaurants, retailers and non-profits
 - Achieved and exceeded \$45K monthly print advertising sales goal consistently, produced half of company’s total annual revenue
 - Managed marketing department revenue goals, personally secured funds for all 15 ALIVE franchise events
- 2008-2010 **Marketing Manager**
- Analyzed event budgets and worked with the Publisher to perform profitability analyses of each event and the department
 - Produced over 50 events, collaborated with Account Executives to identify untapped sources of revenue among existing clients
 - Collaborated with graphic designers to create and implement marketing and advertising campaigns for ALIVE and clients
 - Ran ALIVE’s Marketing Internship Program, including screening, hiring and daily supervision of 4-8 interns
- 2008 **Marketing & Events Coordinator**
- Served as primary media contact for *St. Louis Fashion Week*, prepared press kit and executed PR strategy
 - Organized press conferences, supervised media partnerships, and handled interview schedules for premier fashion designers (including Rachel Pally, Black Halo and Meghan Fabulous); landed dozens of stories in local and national media outlets
 - Managed media engagements for Kimora Lee Simmons’ (CEO & Creative Director of Baby Phat Clothing and star of *Kimora: Life in the Fab Lane*) high-profile *Saint Louis Fashion Week* guest appearances
- 2007-2008 **TWIST MARKETING AGENCY** St. Louis, MO
Junior Account Executive
- Assisted company owner with new business development, developed lead lists, researched luxury and lifestyle market trends, and prepared and presented proposals to potential new clients
 - Teamed with Senior Account Executives to develop marketing campaigns and media buy schedules, wrote client press releases, brainstormed and pitched story angles to media, and planned events
- Additional:
- Board of Directors, PROMO – Missouri’s statewide LGBT advocacy organization
 - Young Friends Committee, Independence Center – Providing resources for individuals with mental illness
 - Proficient in French

JESSICA HAYES
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Leonard N. Stern School of Business
Master of Business Administration, May 2015
Specializations in Marketing, Entrepreneurship, Entertainment, Media & Tech
- EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL** Atlanta, GA
Bachelor of Business Administration, Marketing & Communications Double Concentration, May 2006
- Advertising Manager, *The Emory Wheel Newspaper*
- Experience: **COMPLEX MEDIA** New York, NY
2010 - 2013 **Senior Marketing & Creative Services Manager**
- Managed integrated advertiser programs including the Coca-Cola “Secret Formula Apprenticeship” (\$1MM), the McDonald’s “Flavor Battle” (\$800K) and the Coors “Search for the Coldest” (\$500K)
 - Produced 80+ brand-driven videos for Complex and affiliated network sites such as: YP.com “Live More Los Angeles”, the Kmart “Team Protégé” series and the Sony Xperia webisodes
 - Developed brand/talent alignment relationships with recording artists, athletes, actors, promoters and tastemakers in key cities for online programs such as the EA Sports NBA Jam Tour, targeting 20-something men on complex.com, reaching 13.5MM users each month and garnering 260MM pageviews
- 2010 **SEVENTEEN MAGAZINE** New York, NY
Senior Merchandising Manager
- Managed various production budgets up to \$150K, talent alignments and logistics for multi-city tours such as “Backyard BBQ”, “Rock The Runway” and “Seventeen U”
 - Created and presented large scale pitches for competitive accounts (vs. Teen Vogue, Glamour, etc.) and won new business such as Macy’s MStyle Lab (\$1MM) , American Rag (\$850K) and Journeys (\$700K)
 - Directed advertorial photo shoots for fashion advertisers and handled all aspects of production including styling, model casting, hiring talent, managing budgets and venue and vendor selection, etc.
- 2008 - 2010 **Merchandising Manager**
- Produced all aspects of runway fashion shows and press events from idea conception to sell-thru and execution for multi-sponsored programs such as “Rock N’ Style” and “Style Mix”
 - Managed talent relations with record labels and agents for concert events and advertorial programs
- 2007 - 2008 **Associate Merchandising Manger**
- Developed RFPs for fashion, retail and beauty advertisers to create fully integrated programs with in-book, online, outdoor and experiential event components
 - Served on the Style Pro Team to host events and the trend-based video web series “Style In Motion”
- 2006 - 2007 **ABC TELEVISION, PRIMETIME** New York, NY
Integrated Marketing Coordinator
- Authored 500+ advertiser integration proposals for shows such as *National Bingo Night*, *Dancing with the Stars* and *The Bachelor*
 - Managed integration deals by liaising with media agencies, advertisers, vendors and ABC departments
 - Produced on-air interstitials such as the T-Mobile Viewer’s Choice Award for the *American Music Awards* and the Energizer “Keep Going” segment on *America’s Funniest Home Videos*
- Additional
- Mentor, iMentor NYC
 - Interests include: Creole cooking, touring Spain, and fashion blogging

WILLIAM BAILEY

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- Education: **NEW YORK UNIVERSITY** New York, NY
Leonard N. Stern School of Business
Master of Business Administration, May 2015
Specializations in Quantitative Finance, Law and Business, and Financial Systems and Analytics
- UNITED STATES MILITARY ACADEMY** West Point, NY
Bachelor of Science, Foreign Languages, Nuclear Engineering track, May 2008
- Member of Brigade Staff, highest level of student leadership
 - Brigade Drill and Ceremony Captain, responsible for escorting VIPs and coordinating high-profile events and ceremonies for 2000 cadets
 - Recipient of Brigade Tactical Officer's Award for "professional excellence"
 - Rugby coach; participated in intramural wrestling, boxing, and rugby
- Experience: **8th THEATER SUSTAINMENT COMMAND** Fort Shafter, HI
2011-2013 **Essential Personnel Services Branch Chief**
- Analyzed, modeled, and presented personnel trends and projections to two star General, leading to 12% decrease in domestic abuse for deploying and redeploying soldiers during fiscal year 2010
 - Examined Wounded Warrior transition unit; recommendations led to Army and Commanding General increasing authorized number of crucial personnel to high-risk unit by over 10%
 - Supervised and mentored 7 soldiers; led Human Resource services for over 4800 soldiers, to include military awards, medical review boards, and recognition ceremonies
 - Selected to be a member of General's staff, participated in joint exercises with Korea and Japan
 - Participated in early planning of Operation Tomodachi in response to nuclear crisis in Japan
- 2009-2011 **45TH SUSTAINMENT BRIGADE** Schofield Barracks, HI
Brigade Human Resources Chief
- Led 17 person staff to resource and deploy 14 units to Iraq and Afghanistan
 - Lead officer for all human resource functions for over 3200 soldiers, to include personnel accounting, strength reporting, strength management, database management, unit administration, and HQ management
 - Redesigned and implemented new personnel tracking database, leading to 20% increased accuracy in reports and excess of 100% allocation of critical personnel to deploying units
 - Appointed to highest level of responsibility in HR peer group (35 Captains) in Hawaii; served with distinction and recommended for Battalion Command (1000 subordinates) in evaluation report
- 2008 **2-11th INFANTRY BATTALION** Fort Benning, GA
Project Engineer/Operations
- Acquired funding in excess of \$2 million USD to construct training areas for Army officers by coordinating with military, civilian, and government organizations; acquired \$1.5 million USD for renovation of training areas, buildings, facilities, and utilities
 - Nominated for Order of St. Maurice Award for significant contributions to the Infantry community
 - Designed an online program of study for language training requirements (Pashto, Arabic) used by over 800 students deploying to Iraq and Afghanistan
- Additional:
- Languages: Spanish (fluent), German (proficient), Italian (basic), and Portuguese (basic)
 - American Red Cross Hawaii Chapter Volunteer and Fundraising Logistics Chief 2009-2011, raised over \$250,000 for disaster relief in Japan and Hawaii
 - Interests include: photography, rugby, Formula One, and golf

KARIN M. PARADISE

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- Education: **NEW YORK UNIVERSITY** New York, NY
Leonard N. Stern School of Business
Master of Business Administration, May 2015
Specializations in Marketing and Social Innovation and Impact
- Fellow, Consortium for Graduate Study in Management
- BROWN UNIVERSITY** Providence, RI
Bachelor of Arts, International Relations and Comparative Literature, May 2009
- Graduated with honors in Comparative Literature
 - Study abroad, La Sorbonne
- Experience: **AMERICAN MUSEUM OF NATURAL HISTORY** New York, NY
2011-2013 **Assistant Director, Major Gifts**
- Managed the 60 member Museum Advisory Council (MAC), including gift solicitation, membership enhancement, and Council meetings
 - Increased MAC membership by over 10% every year
 - Raised over \$250K annually through the MAC giving campaign
 - Solicited and secured new corporate sponsorships for fundraising events, raising over \$90K in 3 weeks and collecting over \$15K in auction items for an annual benefit
 - Organized stewardship events for major donors, such as the Annual Asimov Debate and receptions that ranged from 20 to 300 people
 - Completed fiscal and trend analyses for fundraising appeals and stewardship events
- 2010-2011 **HUNTER COLLEGE** New York, NY
Senior Development Coordinator
- Spearheaded the 2010 Mother's Day Scholarship campaign and raised over \$400K in five months, providing scholarships for over 80 students and listing a full-page of donors in *The New York Times*
 - Executed cultivation events, grant proposals and stewardship reports
 - Prepared in-depth biographical and financial profiles of potential donors for the President of the College to review before her meetings
 - Liaised with Board members as overall project manager for the Office of Institutional Advancement
 - Managed the research and event staff, particularly regarding requests from the President's office
- 2009-2010 **NEW YORK CITY COUNCIL** New York, NY
Constituent Liaison and Senior Council Aide
- Corresponded daily with New York City elected officials to problem-solve constituent cases in both English and Spanish
 - Prepared donor research for the Council Member's Manhattan Borough President campaign
 - Managed the Council Member's demanding schedule as well as her office of 8 staff members
 - Directed the internship program and organized the hiring process for open positions
- Additional:
- Languages: Fluent in French and Spanish
 - Board Membership: Church of St. Benedict
 - Memberships: Brown Alumni Schools Committee, Forte Foundation
 - Interests: Ballroom dancing, Peruvian cuisine, and World Cup soccer

DAVID FASHUSI

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Education:

NEW YORK UNIVERSITY

New York, NY

Leonard N. Stern School of Business

Master of Business Administration, May 2015

Specialization in Strategy

RENSSELAER POLYTECHNIC INSTITUTE (RPI)

Troy, NY

Bachelor of Science, Computer and Systems Engineering, December 2004

- IBM Academic Scholarship Recipient, Dean's List
- Music reviewer for Student Newsletter, Junior Varsity Basketball

Experience:
2007 - 2013

IBM SOFTWARE GROUP

New York, NY

Staff Software Engineer WebSphere Extended Deployment Technical Support

- Concurrently managed 25-30 Fortune 500 client technical problems and maintain quality client relationships resulting in 97% average client survey satisfaction ratings
- Provided consumer packaged goods client, technical solutions during critical 4 hour time period of technical failures impacting the clients' customers from accessing client's website; interviewed client technical team of three to understand behavior and decided data needed
- Collaborated with IBM developers to confirm behavior and presented findings and recommendations to client management team
- Recommended to financial services client additional IBM software products to support increase in customer traffic to the banks website; purchase resulted in sale for IBM and improved technical environment for the bank; tests showed bank able to handle 65% more users than previously
- Spearheaded team audit preparation guides to paperless system to include colleagues working remotely and saving time of manually inputting data
- Presented process improvements to reach department 2011 objectives to manager and colleagues

2005 - 2007

Software Engineer WebSphere Application Server Technical Support

Durham, NC

- Trained clients on IBM software diagnosis tools resulting in fewer problem records as clients began using the tools to self-diagnose problems
- Co-led conference calls attended by IBM clients in Europe and Asia to address client concerns, answered client technical questions and performed status check on client problems
- Co-led Virtual Client Model Technology case study to identify virtual computing market, reported findings to senior management and team of five
- Submitted Patent: Optimization of Road Safety via Dynamic Traffic Infrastructure
- Recommended technical training for telecommunication client resulting in a significant decrease in user error problems
- Collaborated with manager and team lead on vice president initiated project to resolve client problems opened for greater than 90 days; presented ideas to accelerate process towards finding a solution to colleagues
- Presented idea of technical restore function which was implemented in later product release
- Promoted to Staff Software Engineer ahead of scheduled promotion

Additional:

- Languages: Yourba (basic)
- Habitat for Humanity volunteer; NYC Chapter Treasurer, participated in 20 builds
- Interests include: Billiards and DJing