

Tyler Whitsett

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Education

University of Michigan – Dearborn, Dearborn, MI
Candidate for Bachelors of Business Administration, Supply Chain Management

December 2013
GPA 3.26

Relative Courses

Supply Chain Management
Introduction to Business Operations

Organizational Behavior
Critical Thinking

Honors & Awards

- U-M Dearborn Opportunity 1 Scholarship recipient

Employment

Marzotto S.p.A.

Junior Consultant

Vicenza, Italy
09/2011 – 11/2011

- Analyzed current marketing approach and developed a comprehensive strategy that capitalized on the use of both digital and traditional media.
- Collaborated with supply chain team to create a strategy to increase efficiency of production
- Led team to develop a plan that would allow the company to engage in B2C commerce without cannibalizing their B2B clients

University of Michigan – Dearborn

Project Coordinator

Dearborn, MI
08/2011 – 12/2011

- Manage the objectives and processes for successful implementation of “The Business of Franchising” initiative
- Create comprehensive marketing campaigns to encourage target market engagement in “The Business of Franchising”

Motown Creative

Marketing Associate

Detroit, MI
06/2010 - 08/2011

- Lead market research team in developing effective marketing and distribution strategies
- Analyzed clients' web presence and created strategies that increased their competitive advantage

Students In Free Enterprise (SIFE)

President

U of M - Dearborn
04/2011 - current

- Manage A.G.Y.L.E (Academy for the Growth of Young Leaders and Entrepreneurs) and subsequent projects
- Develop strategic objectives and mobilize team to implement various initiatives to achieve those goals
- Maintain current and establish new relationships with other organizations, corporations, and constituents

Relative Skills

Project Management
Mind Manager Software

Microsoft Office
Adobe Creative Suite