

Education

September 2009 - Present

University of Michigan - Dearborn

Bachelor of Business Administration
College of Business
University of Michigan - Dearborn Honors College
Major: Marketing & Supply Chain Management
Overall GPA: 3.46
Expected Graduation: May 2013

Related Coursework

- Quantitative Model and Data Analysis; Corporate Finance
- Analysis and Design of Supply Chain; Supply Chain Logistics Management; Strategic Sourcing; ERP in Supply Chain
- Project Management & Leadership Skills; Managerial Communications
- Microeconomics; Macroeconomics; Economics: Money & Banking; Business/Managerial Economics
- Marketing Management; Marketing Research; Business to Business Marketing; Communication Strategy & New Media
- Digital Consumer Search and Marketing; Digital Analytics and Content Marketing
- Information Systems in Management

Job Experience

September 2012 - Current

**Blue Cross Blue Shield of Michigan
Membership & Sales Analyst**

- Provide monthly reports to different areas of the corporation in regards to Sales and Membership numbers
- Offer support to all areas of the enterprise by completing requests and by providing the information they need in regards to membership and sales numbers
- Continuously update team website with new reports and fresh content
- Work in streamlining processes, eliminating manual work, improving information flow, and helping prevent errors

May 2012 - August 2012

**Blue Cross Blue Shield of Michigan
Market Research & Competitive Analyst Intern**

- Perform competitive intelligence by gathering data about competitors and creating an analysis to position the BCBSM brand
- Wrote articles for monthly newsletters sent across the organization; maintained database of each article and watched trends between issues
- Created and maintained database with competitive information of top 10 competitors of BCBSM

October 2010 - April 2012

**Eddie Bauer - Laurel Park Mall
Sales Representative**

- Offered excellent customer service while maintaining a high level of customer satisfaction in a high stress environment
- Interacted with customers while sharing vast product knowledge and opinion to hold top sales figures
- Received and monitored incoming and outgoing stock

March 2009 - November 2011

**Brae Burn Golf Club - Plymouth, Michigan
Head of Cart Staff**

- Assisted in booking and preparation of golf outings
- Recorded and maintained statistics for golf leagues including scores and payments

September 2012 - Current

American Marketing Association

President

Award

University of Michigan - Dearborn Difference Maker 2012-2013

University of Michigan - Dearborn Distinguished Student Leader 2012-2013