

## EDUCATION

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**Northern Arizona University**, Flagstaff, AZ

**May 2017**

The W.A. Franke College of Business

Bachelor of Science in Business Administration – Major: Marketing

GPA: 3.6; Dean's List All Semesters

*Student Consultant*, Oak Creek Watershed Council

**Spring 2017**

- Collaborated with a team of students in conjunction with MKT 494 (Strategic Marketing) to develop a strategic marketing plan for the client.
- Deliverables included a market analysis and strategy recommendations with supporting tactics for branding, sponsorship, digital media, merchandising and fundraising.
- Plan and recommendations presented in-person and in a formal business paper to Executive Director and staff, for consideration by Board of Directors.

*Student Consultant*, NAU Office of Communication & Media Relations

**Fall 2016**

- Collaborated with a team of students in conjunction with MKT 439 (Marketing Research) to develop a marketing research plan and survey for the client.
- Deliverables included a marketing research plan, and development and implementation of an online research survey using *Survey Monkey* and *Select Survey* software. Research objective was to improve internal communications with faculty, staff and administrators and prioritize website improvements.
- Survey results and recommendations presented in-person and in a formal business paper to client. Client has implemented eight recommendations based upon review with university President.