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Thomas PANTHER

MARKETING PROFESSIONAL

EDUCATION

Northern Arizona University
W. A. Franke College of Business
Bachelor of Science
Business Administration /
Marketing
2018 – 3.15 GPA

COURSEWORK

Student Consultant, Strategic Marketing – Center of International Education

- Collaborated with a team of students to develop a strategic marketing plan for the client.
- Deliverables included: market analysis, strategy recommendations, tactics for branding, and digital media.

Student Consultant, Marketing Research – Quintus, Inc.

- Collaborated with a team of students to develop a marketing research plan and survey for the client.

TECHNICAL SKILLS

- SPSS
- Tableau Visual Analytics
- Microsoft Office
- Lexis Nexis Workflow Solutions
- iWave PRO 360 Prospect Research Tool
- Search Engine Optimization
- Keyword Research

VOLUNTEER EXPERIENCE

Student Philanthropy Council
Sept. 2016 – Dec. 2017

SKILLS HIGHLIGHTS

Fostering Teamwork – Aptitude and desire to work cooperatively with others, demonstrating interest, skill, and success in group projects.

Managing Performance – Taking responsibility for my own performance by setting clear goals, achievable expectations, and tracking personal progress.

Active Listening – Ability to fully concentrate, understand, respond and remember conversations with extended comprehension.

Critical Thinking – Using analytical and conceptual thinking to find effective solutions.

Organization – Able to organize things in a systematic way with attention to detail.

Initiative – Identifying tasks to be accomplished and starting before being asked or the situation requires it.

PROFESSIONAL EXPERIENCE

SENIOR RESEARCH ASSISTANT

Northern Arizona University / Flagstaff, AZ / August 2015 – May 2018

- Distilled data into relevant reports and briefings for Foundation leadership.
- Proficiency in social media tools to build profiles for key constituents.
- Synthesized biographical information, financial data, and news to provide pre-meeting profiles for Development and Alumni Relations.
- Played an integral role in the completion of NAU fundraising campaign, raising \$100 million of additional university funding.
- Active management of new student workers, including hiring, training, and enhancing other's commitment to their work.
- Attended and contributed to strategy meetings with frontline fundraising staff.

HEAD SERVER / ASSISTANT FRONT OF HOUSE MANAGER

Burger University / Georgetown, TX / July 2014 – January 2015

- Supervised front-of-house employees, managed the delegation of assignments and tasks for smooth daily operations and exceptional service.
- Strengthened problem solving skills and conflict management ability.
- Spearheaded the business's creative idea generation by designing advertising media for various in-store displays.

BARISTA / BOOKSELLER

Barnes & Noble / College Station, TX / September 2011 – January 2013

- Built relationships of mutual trust with customers, handling complaints and concerns in a sensitive way.

ASSISTANT MANAGER

GNC / Sierra Vista, AZ / October 2008 – August 2010

- Promoted to Assistant Manager within 6 months by demonstrating concern for customers, responding in a timely manner, and anticipating client needs.