STUDENT NAME

123 Sesame Street
New York, NY 10009

123-456-7890
andrewid@andrew.cmu.edu

EDUCATION

CARNEGIE MELLON UNIVERSITY, TEPPER SCHOOL OF BUSINESS — Pittsburgh, PA
*Master of Business Administration – **MBA*** — ***GMAT: 800/800*** — 5/09

- Concentration: **Marketing**

UNIVERSITY OF PITTSBURGH — Pittsburgh, PA
Bachelor of Science in Psychology — 5/96

EXPERIENCE

CENTER FOR PRODUCT STRATEGY AND INNOVATION, TEPPER SCHOOL OF BUSINESS — Pittsburgh, PA
Lead Marketing Researcher — 05/08 – Current

Analysis / Problem Solving

- Chosen by Dr. Peter Boatwright and Dr. Jon Cagan (CPSI Co-Directors) to design and launch a nationwide survey of C-Level Executives on *The Emotional Value of Brands*.

HIGHMARK — Pittsburgh, PA
Lead Marketing Consultant — 05/08 – Current

Leadership / Marketing Strategy

- Chosen by Dr. John Mather (Executive Director of Tepper MBA) to lead an MBA team charged with rebooting the products of a multi-national organization. Analyzed historical data; conducted expert interviews; and developed retention/acquisition model. Three key results: 1) re-positioned products to target more lucrative segments, 2) strategy enthusiastically approved by client, and 3) team asked to present directly to BOD.

HUNT LIBRARY, CARNEGIE MELLON UNIVERSITY — Pittsburgh, PA
Supervisor — 10/02 – Current

Strategic Planning

- Chosen by cross-functional leadership team to design a Three-Year Strategic Marketing Plan for Hunt Library. Identified top service issues; aligned multi-disciplinary internal goals with strategic goals; developed metrics/milestones; designed promotional campaign; segmented, targeted, and re-positioned product.

Analysis / Problem Solving

- Recognized problem with high turnover, low productivity, and limited cross-functional knowledge. Developed an employee retention program and a complimentary cross-training program. Results: reduced turnover by 60%; reduced projects in the end-of-day queue by 70%; raised productivity by 55%; reduced staffing costs by 30%.
- Trained, supervised, and evaluated 15-20 Graduate and Undergraduate Student Employees per semester.

THE BOOK OF SPIRAL™ — New York, NY
Novelist — 06/98 – 10/02

Marketing Strategy

- Successfully branded my novel, *The Book of Spiral*, as a "psychological thriller." Designed targeted promotion campaign and sales/publicity tour. Resulted in profitable new product launch. Now in its Fourth Printing.

Innovation / Creativity

- The Pitt News: "*Sisak displays a similar style to the great detective novelists, starting with Poe.*"
- Carnegie Mellon University Pillbox: "*This is the read you've been waiting for*."

BETWEEN THE LIONS® — New York, NY
Publishing Associate — 05/99 – 09/01

Marketing Acumen / Strategic Thinking

- Worked directly with the founders of *Sesame Street* on the development and launch a national television show, *Between the Lions*. Integrated brand elements into episodes/books/products. Resulted in improved product.

WESTERN PSYCHIATRIC INSTITUTE AND CLINIC — Pittsburgh, PA
Inpatient Milieu Therapist — 05/96 – 05/98

Analysis / Problem Solving

- Designed custom in-patient treatment plans that linked daily psychiatric expectations to milieu/discharge goals.

ADDITIONAL INFORMATION

- Pitched a start-up business plan (Virtual Electronic Medical Records) to Intel Capital in May 2005.