YOUR NAME

Street Address
Pittsburgh, PA 15555

Phone number
your e-mail@cmu.edu

EDUCATION

CARNEGIE MELLON UNIVERSITY, TEPPER SCHOOL OF BUSINESS — Pittsburgh, PA
*Master of Business Administration – **MBA*** — ***GMAT: 700/800*** — 5/10

- Concentrations: **Strategy, Marketing, Organizational Behavior**
- Memberships: Consulting Club, Marketing Club, Entrepreneurship Club, Net Impact, Flag Football
- Leadership: Net Impact -- Pro Bono Consulting Coordination Committee
- Honors: 1st Place, Tepper 2008 A. T. Kearney Global Prize Case Competition

COLUMBIA UNIVERSITY — New York City, NY
Master of Art in Journalism — 5/06

- Thesis: "MidAmerica Airport: A Second Act for a Second Airport" – A case study of business and politics influencing an airport in Southern Illinois that generated $100K of revenue with a $10M operating loss in 2005

UNIVERSITY OF WISCONSIN - MADISON — Madison, WI
Bachelor of Art in History, Bachelor of Art in Political Science — GPA: 3.65/4.0 — 6/03

- Honors: Graduated with Distinction, Honors in the history major, Dean's List
- Honors Thesis: **"**The Right Thing to Do" – A rhetorical analysis of President Clinton's Foreign Policy Speeches 1993-2001

EXPERIENCE

EOS AIRLINES — Purchase, NY
Revenue Management Manager (7/07-4/08) — 9/06 – 4/08

- **Leadership**: Led strategic and day-to-day inventory management of $100M annual inventory establishing business rules process that increased average fare by 10% in 60 days
- **Market Analysis**: Initiated price changes against competition and optimized revenue capture by dynamically changing published fares that accounted for $1M and 50% of weekly revenue
- **Communication**: Compiled and led weekly revenue performance presentation for C- and E- level executives
- **Strategic Analysis**: Scrutinized booking data to develop action plan for meeting $2M weekly revenue goals
- **Teamwork**: Collaborated with marketing department to align marketing programs with $1M revenue targets

Marketing Manager (9/06-6/07)

- **Leadership**: Revamped promotions process to improve speed to market and reduce cross-departmental inefficiencies for revenue generating programs that accounted for 15-20% of company's revenue
- **Analysis**: Produced key performance indicators report for $5M marketing campaign resulting in a shift to online channels
- **Market Strategy**: Initiated weekly competitive promotion monitoring report of 8 competitors that provided a historical knowledge base for future decisions and influenced overall promotion strategy to include gift with purchase promotions

BURNS MCCLELLAN LIFE SCIENCES COMMUNICATIONS — New York City, NY
Account Executive, Investor Relations — 5/06 – 9/06

- **Business Development**: Created new business presentations for biotech companies that increased group revenue by 5%
- **Client Impact**: Developed vision and strategy for client's road show presentations, offering insight into each investor's investing strategies and provided post-meeting feedback

CJR.ORG's *Campaign Desk* — New York City, NY
Staff Reporter — 1/04 – 8/05

- **Creativity**: Pitched and authored daily editorials and weekly reported articles ranging from 500 to 3,000 words covering the media and the 2004 Presidential election
- **Initiative**: Led publication's reporting on the debate surrounding Bush's and Kerry's war records, polling and Social Security

ADDITIONAL INFORMATION

- Awards/Recognition: Awarded honorable mention for distinguished contribution to online journalism by National Press Club (2005). Guest of NPR to discuss polling coverage and work was cited in the *New York Times*, and the online editions of the *Washington Post*, *Wall Street Journal* and *Boston Globe*
- Community: College entrance mentoring for immigrant students at Manhattan Comprehensive Day and Night High School
- Blog: "Channel 9" – Airline industry analysis with particular focus on premium travel
- Extensive travel including China, India, South Africa, Cuba, Vietnam, Brazil, Japan, Singapore, Czech Republic and Croatia