

# Bea A. Consultant

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## EDUCATION

### Vanderbilt University

Nashville, TN

*Bachelor of Science in Human and Organizational Development | Minors in Computer Science and Business*

May 2023

GPA 3.69/4.00 | ACT 33

Honors: xxxx Association Leadership Award (Aug. 2021, merit scholarship for Top 3% of 10,000 applicants for innovative, motivational leadership impacting academics, work, or community)

Relevant Coursework: Understanding Organizations, Systematic Inquiry, Small Group Behavior, Statistical Analysis, Advanced Marketing

### DIS Copenhagen

Copenhagen, Denmark

*Concentration in Global Economics and Management*

Fall 2021

## EXPERIENCE

### SwipeSense

Remote

*Product Development Intern*

Summer 2022

- Conducted 40+ user tests surveying initial product reactions to designed B2B asset utilization dashboards; led to immediate buyers.
- Generated secondary market research and analyzed findings to understand product opportunities in the health care industry.
- Presented opportunity for asset tracking/utilization device to CEO, now SwipeSense's 2<sup>nd</sup> largest product offering (\$2M).

### Vanderbilt University

Nashville, TN

*Teaching Assistant in Marketing*

August 2021 – May 2022

- Selected as teaching assistant for MGRL 1200: Introduction to Marketing despite freshman status because of outstanding performance in class and excellent communication skills, and later promoted to TA for both sections of the class totaling 75 students.
- Lectured about marketing concepts in case of professor's absence (6 times) and led case-study discussions (3 times).

### Cool Works Jewelry

St. Louis, MO

*Founder & Owner*

June 2018 – Present

- Design and sell 20 unique jewelry pieces; currently sold in 15 boutiques, generating \$2.7K in revenues and \$2.3K in profit per year.
- Implement social media marketing campaign consisting of Facebook and Instagram targeted ads based on demographic research.
- Collaborate with boutiques on pricing models, consignment options, and ad hoc orders to secure partnerships.
- Manage payments and finances through Excel model and company invoices.
- Developed partnership with Township Food Pantry to donate 10% of profits to combat local food insecurity.

## RESEARCH

### Vanderbilt Owen Graduate School of Management, Honors Research Participant

August 2021 – May 2022

- Explored and analyze organizational causes and consequences of medical error with a leading professor of Health Policy.
- Completed independent pilot study to examine the effects of nurses' verbal behaviors on patient safety.

## LEADERSHIP

### Women in Business (WIB), Vice President of Marketing

August 2021 – Present

- Manage team of 6 chairwomen to organize promotional content for events for 600+ members; led to 35% increase in attendance.
- Created 8 multimedia marketing campaigns (graphics, social media, email marketing), leading to 50% increase in applications.
- Cultivated relationships with 6 local businesswomen; led to opportunities with Nashville Fashion Week.

### Lights on the Lawn, Vice President

August 2020 – Present

- Facilitate all operations for an on-campus concert projected to raise over \$100,000 for survivors of domestic violence.
- Recruit and manage a team of over 30 students working in logistics, fundraising and public relations.
- Negotiated corporate partnerships, increasing sponsorship total by over 1000% from the previous year.

### VUceptor, Student Mentor

August 2020 – Present

- Plan and facilitate weekly group meetings to provide academic, emotional, and social support for 18 first-year Vanderbilt students.
- Counsel students through 1-on-1 meetings and sharing campus resources; led to improved grades and greater campus involvement.

## SKILLS AND INTERESTS

- **Languages:** Spanish (Fluent), Japanese (Basic conversational)
- **Technical:** Java, C++, SQL, Excel (Intermediate), Adobe Suite (In Design, Illustrator, Photoshop)
- **Career Development:** Analytics by Google Academy, AdWords by Google Academy, Inbound Marketing by Hubspot Academy
- **Interests:** Writing free verse poetry, Landscape and wildlife photography, Unicycling