

<b>Education</b> May 2008	<b>The University of Texas at Austin, McCombs School of Business</b> Master of Business Administration, Full-Time Program GPA 3.52	Austin, TX
August 2003	<b>The University of Texas at Austin, McCombs School of Business</b> Bachelor of Business Administration in Finance	Austin, TX
<b>Experience</b> 7/07 - 5/08	<b>Advanced Student Marketing</b> <i>Manager of Online Marketing</i> <ul style="list-style-type: none"><li>• Led the strategy and development of new service offering connecting web publishers of college student content with interested advertisers.</li><li>• Supervised team responsible for recruiting online marketing partners; managed advertising campaigns and relationships with advertisers to ensure optimal use of marketing budget.</li><li>• Institutionalized processes and performance metrics to facilitate the transfer of knowledge to future employees and partners.</li></ul> <i>Business Development Intern</i> <ul style="list-style-type: none"><li>• Negotiated 2 year revenue sharing contract with technology provider.</li><li>• Developed pricing sensitivity model and revenue forecast for new service offering.</li><li>• Presented market research and competitive analysis to company executives on a weekly basis.</li></ul>	Austin, TX
3/06 - 2/07	<b>Stweny7 Consulting</b> <i>Founder / Consultant</i> <ul style="list-style-type: none"><li>• Consulted small business clients on technology needs; recommended and implemented solutions.</li><li>• Leveraged existing business relationships to develop client list and increase revenue.</li><li>• Designed and developed client websites and custom database driven administration tools to allow customers with no web experience to manage their own websites.</li><li>• Managed local and online marketing campaigns to generate new business, retain customers and increase profits for clients.</li></ul>	Santa Fe, NM
9/03 - 3/06	<b>JackRabbit Systems</b> <i>IT Consultant / Senior Web Developer</i> <ul style="list-style-type: none"><li>• Led software development team building a web based retail management system to eliminate redundant data entry and streamline business processes.</li><li>• Analyzed and documented business processes then recommended and implemented technology solutions to eliminate inefficiencies.</li><li>• Supervised technology installation teams and coordinated contractors with diverse skill sets, including IT professionals, general contractors and electricians.</li><li>• Documented project requirements, negotiated project scope, established project plans and managed competing priorities.</li><li>• Prepared technology training materials and led training sessions for non-technical users including senior management.</li></ul>	Santa Fe, NM
<b>Additional</b>	<ul style="list-style-type: none"><li>• McCombs: Treasurer and VP of Membership for Entrepreneur Society. Member of the Graduate Business Adventure Team.</li><li>• Member of City of Santa Fe Arts and Culture Task Force; a community group for encouraging artists and art related business in Santa Fe.</li><li>• Panel member of Santa Fe Economic Development; a committee for fostering a business friendly environment within the city.</li><li>• Implemented first ever website and ecommerce solution for Santa Fe Gallery Association ArtEast; an annual charity event that brings local businesses together to benefit art programs in schools.</li></ul>	