

Raymond D Grissom

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Education

Yale University, New Haven, CT, USA (2009-2013)

- B.A. in Film Studies (Production) / Cumulative GPA: 3.7

- *Senior Project: Feature-length Screenplay "Ethos"*

PepsiCo Finance University, Purchase, NY, USA (2012)

- Strategic Planning & Budget Management

Gymnasium bei St. Anna, Augsburg, Germany (2007-2009)

- Concentrations in Spanish, German, and Physics / Converted Cumulative GPA: 3.6

Campbell High School, Smyrna, GA, USA (2004-2007)

- Cumulative GPA: 4.0 | Rank: 5/597 | IB Score: 42/45 | SAT: 2190

Work Experience

PepsiCo Marketing Analyst Intern, Manager (May 2012- Aug 2012)

- Built a video gaming consumer promotion with strong consumer engagement elements (digital/social media, etc.) that can be leveraged to drive retail performance

- Organized and managed functional collaboration between creative agencies, partners, and the corporation

Yale University Care Cubes Agency, Manager (Jan 2010- Present)

- Produce and coordinate weekly sales for student-run business that distributes care boxes from home to the student body

- Oversaw last year's 400% growth in profits (Fall 2011)

Imaginity Seragini, Photography, Creative, & Accounts Intern (Summer 2011)

- Directed photography for online catalog & brand book showcases

- Designed etiquettes and packaging for multinational brands (Pepsi, Kraft, etc)

- Led structural re-organization which resulted in increased efficiency for firm

Standard International, Research / Marketing Intern (Dec 2010 - February 2011)

- Developed content for start-up company providing career information for young adults in Singapore, Dubai, the EU, Hong Kong, & Canada

- Evaluated possible payment platforms and marketing tactics in these target markets

- Presented business recommendations to CEOs

Yale International Ambassadors, Ambassador (2009-Present)

- Host and inform the various foreign visitors on Yale's campus

- Specialize in German, Spanish, French, and Portuguese languages

Yale Community Activities

Q Magazine, Photographer | Contributing Writer (Sept 2010-Sept 2012)

Yale Men's Rugby Football Team, Sr. Flanker (2009-Present)

Sigma Alpha Epsilon Fraternity, Member (2009-Present)

Yale Entrepreneurial Society, Member (2009-Present)

Skills

Languages: Fluent French, Spanish, & German; Advanced Portuguese; Intermediate Hebrew

Technology: Adobe Creative Suite CS5 (Photoshop, InDesign, Illustrator, Flash)

Front end programming, HTML5+CSS3

Photography: Experienced Digital SLR Photography

Awards & Honors

Ron Brown Scholar, Questbridge National College Match Scholar,

National Achievement Scholar, Congress-Bundestag Youth Exchange Scholar

Dear Kristin Carmichael:

As a senior BA candidate in film production at Yale University, I am writing to apply to Education First's full-time EF 360 Management Trainee position. I am particularly interested in working for EF because its mission of international education has been my own life's pursuit. I firmly believe that through my previous work experiences, my commitment to diverse interests, and my challenging upbringing, I have cultivated the necessary skills and tough skin to become a valued trainee at EF.

During my summer internship as a marketing analyst at PepsiCo, I had an opportunity to lead video game marketing strategies for the Pepsi brand. Working enthusiastically with a very small team across various functions, my responsibilities included sorting through financial data to identify key insights, leveraging knowledge from key colleagues in and outside of the office, and synthesizing conclusions into feasible recommendations in a final presentation to the senior management, including PepsiCo CMO Simon Lowden. I had to understand the hard and soft metrics behind brand equity, architecture, and identity.

From my earlier job experiences, I have learned what it means to be analytical and focused on results. As the owner/manager of Yale Care Cubes, I have driven our profits up 400% in just over one year by examining our internal operations to cut unnecessary costs. At Imaginity Seragini in Buenos Aires and Rio de Janeiro, I led a photographic digitalization initiative to increase efficiency and drive sales. There, I helped secure key clients such as Kraft and Bimbo. Understanding cultural nuances in relation to global brands, I led the Pepsi Kick account in Brazil and Argentina, creating designs for etiquettes that spoke not only to the global Pepsi image but also to local communities.

Unlike my many peers at Yale, I did not have the luxury of growing up in an educated and supportive family. Instead, I had to be my own agent of change—my own consultant and strategist. By 16, I understood the responsibility of working not only for oneself but also for others. By 18, I networked to finance my four years at Yale.

I love to listen—be it to different ideas, my rugby team, or music. Listening informs and inspires me—it is how I have learned 6 languages. I trust my past experiences are ideal and unique stepping-stones to a successful career in consulting at EF. They have taught me that the bond between client and company is paramount. They have taught me the importance and pleasures of working in small teams. They have taught me to take initiative and responsibility. And they have made me realize that I have ambitious plans for the future that can be achieved with a focused mind. At EF, I will be able to creatively and professionally blossom. I believe the sum of my past experiences is greater than their individual parts.

I hope you will give me this opportunity to add value to EF.