

ANSON CORINALDO

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NEW YORK UNIVERSITY

New York, NY

Leonard N. Stern School of Business

Master of Business Administration, May 2015

Specializations in Marketing, Consulting, and Entertainment, Media, & Technology

CARNEGIE MELLON UNIVERSITY

Pittsburgh, PA

Bachelor of Science, Psychology, May 2006

Bachelor of Arts, Japanese

Minor in Business Administration

- Presidential Scholar, High Honors Recipient

CAPGEMINI CONSULTING

South San Francisco, CA

Project Coordinator & Consultant

- Coordinated teamwork across multiple, cross-functional teams at a high level and collaborated with a multitude of individuals across the organization
- Managed project timeline and kept all relevant teams accountable and updated by scheduling and running weekly status meetings
- Organized and managed completion of daily migration tasks to facilitate the change management process in fast-paced environment
- Analyzed and presented on project success and shortcomings regularly to senior leadership
- Identified existing gaps with the current training approach and knowledge base, suggested solutions to the leadership and implemented them to improve efforts, leading to an increase overall customer satisfaction
- Guided project's direction by analyzing past survey data, digesting trends, and summarizing into actionable next steps

GOOGLE, INC.

Mountain View, CA

Associate Business Marketing Manager

- Designed and initiated educational and engaging multi-channel marketing campaigns to reach our target consumer segments while driving customer satisfaction and account strength; returned up to 30x ROI
- Created sales materials and solutions designed to sell to Forbes 500 clients
- Developed and implemented new marketing and communication programs to educate and engage the advertiser community both online and off-line and ensure longer and more profitable relationships
- Analyzed and reported on ROI for entire marketing group to higher management
- Drove customer-centric improvements and innovations to existing Google products by building and managing strong relationships with Product teams and Sales teams