

# Shannan L. Smith

Shannan.Smith@uconn.edu  
(860) 716-3177

3 Pierce Road  
South Windsor, Connecticut 06074

**Objective:** Seeking a full time position utilizing strategic analysis, research and statistical reasoning combined with an entrepreneurial spirit.

## Education

**University of Connecticut**, Storrs, Connecticut

Bachelor of Science in Business,

Finance Major, Communication Minor

May 2015

Major GPA: **4.0/4.0** Cumulative GPA: **3.77/4.0**

- Dean's List Recipient, New England Scholar

## Relevant Coursework

Real Estate Finance  
Investments & Securities

Real Estate Markets  
Global Finance

Real Estate Law  
Sustainable Real Estate

## Computer Skills

- Pivot tables and data analysis, CoStar, STDB, Argus (Winter 2014), Google Analytics, Microsoft Office Suite, SharePoint, Photoshop

## Achievements

- Certificate in Real Estate and Urban Economics, LEED Green Associate training course, Global Business Leadership Certificate of Professional Development

## Analytics Experience

**Goman + York Property Advisors, LLC**, East Hartford, Connecticut

November 2013-Present

Analyst- Market Research and Project Finance

- Conducted feasibility studies aligning economic development with market demand
- Evaluated and prepared lease abstracts to assist in banking M&A to determine repositioning of branches
- Gathered and analyzed market intelligence along with profitability on competitive properties throughout New England
- Expanded the marketing communication plan to contribute to business development efforts

**The Hartford**, Simsbury, Connecticut

May 2014-August 2014

Consumer Markets Leadership Development Program Intern

- Increased profitability in online aggregators by decreasing cost per lead through Big Data analysis
- Assisted in program management analyzing forecasting models and reevaluating budgeting targets
- Created and budgeted a compensation plan for a new online program to decrease cost per conversion
- Presented a cost/benefit analysis to incorporate online personalization into the user experience

**H.H. Brown, a Berkshire Hathaway subsidiary**, Andover, Massachusetts

June 2013-August 2013

Marketing Intern

- Created and analyzed ad campaigns for E-commerce websites using search engines and e-mail
- Worked within a defined budget to maximize conversions and minimize cost per acquisition for SEM
- Increased engagement to Shoeline.com blog 673% by strategically selecting topics to generate traffic
- Built and utilized advanced segments to monitor variation in user behavior depending on traffic source

## Competitive Sports Experience

Nine years of competitive sailing on a NE regional level and US Sailing Level 1 Certified.

- UConn Sailing Team, Skipper: Competitor in the NESA division Sept. 2011-Present
- Block Island Club Sailing Instructor: Taught private and group lessons to children and adults August 2009-2011
- Block Island Club Racing: Competitor in local and Southern New England based races June 2006-August 2011
- Mystic Seaport Sailing Volunteer: Instructed novice adult sailors in basic sailing skills April 2010-June 2010

## Activities

UConn Real Estate Society

Sept. 2013-Present

School of Business Alumni Mentorship Program

March 2012-Present

Pi Sigma Epsilon Professional Fraternity

Inducted Nov. 2011-Present

Alpha Lambda Delta National Honors Fraternity

Inducted Feb. 2011-Present