GEORGE P. BURDELL

Atlanta, GA • (000) 000-0000 • [george.burdell@gatech.edu](mailto:george.burdell@gatech.edu) • linkedin.com/in/gpburdell

# EDUCATION

## GEORGIA INSTITUTE OF TECHNOLOGY, Scheller College of Business Master of Business Administration (MBA)

*Concentration:* Technology Management, Strategy & Innovation

*Leadership:* Entrepreneurship Club VP, Peer Leadership Committee, Athletics Committee Chairman

## TUFTS UNIVERSITY

**Atlanta, GA**

*May 2025*

## Somerville, MA

**Bachelor of Arts, English** *May 2018*

*Minor*: Mass Communications and Media Studies

*Leadership:* Tufts Pre-Orientation Coordinator; *Tufts Daily* Sports Editor and reporter; Theta Chi Fraternity Treasurer

# EXPERIENCE

**NIKE Beaverton, OR**

***Global Post-Purchase Strategy Intern*** *June 2024–August 2024*

* Developed marketing and tech capabilities strategy with expected value of $49M designed to enhance Nike Digital Direct customer experiences and grow new member repurchase rates
* Built partnerships with Marketing, Product, and Consumer Insights teams to align stakeholder priorities, leading to increased team-wide confidence in new findings and full buy-in for recommendations and strategy
* Spearheaded new analysis on Nike Direct’s repurchase data exploring consumer behavior across target segments, resulting in new insights demonstrating importance of first-time buyers and prevalence of lapsed members
* Mapped Nike’s market opportunity by analyzing competitors across tech and e-commerce landscape; Built customer journeys justifying recommendations, including a refreshed marketing strategy and overhauled return experience

**ATLANTA TRACK CLUB Atlanta, GA**

*Member-based non-profit organizing road races in Atlanta for more than 50 years. As of 2020, revenues were in excess of $9 million.*

***Marketing Manager – Events*** *November 2021–June 2023*

* Built product roadmap and implementation plan for new CRM system by leading cross-functional team in gathering organization-wide requirements and goals; Identified critical areas for technological improvement, led RFP process, proposed technical solutions, and coordinated with Leadership team to ensure buy-in and strategic alignment
* Oversaw development, from ideation to launch, of atlanta2020 website; Worked with developers, writers, and event- planners to build the site as part of marketing plan for U.S. Olympic Team Trials in the Marathon
* Grew Atlanta Track Club membership revenues 32% via novel digital marketing tactics designed to reduce churn, identify high-value members, and better understand customer lifecycles; Expanded membership from 27,000 to 35,000
* Drove department’s cultural shift to analytics-driven marketing by overhauling digital systems, incorporating data into marketing strategies, and reporting across web channels; Enabled 10% departmental-wide revenue growth each year

**ADDITIONAL INFORMATION**

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| Patents: | Data analysis and rule generation for providing a recommendation - IBM (US20230100996A1)  Persona based navigation & route optimization for commercial buildings - IBM (US20230087780A1) |
| Skills | **Product and Business:** Product Management, Product Strategy, Process Optimization, RESTful APIs, Data Analysis, Digital Transformation, User Research, Strategic Planning, Agile Methodology, Generative AI, Prompt Engineering, Retrieval-Augmented Generation (RAG), Agentic AI, A/B Testing, Risk Mitigation  **Technical:** Cloud Computing (IBM, Azure, AWS), Programming (Python, R, SQL), SaaS, PaaS, IaaS  **Tools:** Alteryx, Tableau, Power BI, JIRA, EC2, S3, Lambda, SageMaker, Watsonx, Apache Kafka |
| Certifications: | Lean Six Sigma, Machine Learning (Stanford Online), IBM Cloud, IBM Technology Excellence |