

Andre J. Arsenault

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EDUCATION

Vanderbilt University — Nashville, TN

August 2018 — May 2022

Majors: B.S., Human & Organizational Development (HOD), Spanish Minor: Business

GPA: Cumulative: 3.63/4.00 HOD: 3.75 Spanish: 3.80 Business: 3.85

Standing: Junior, 105 credit hours

Relevant coursework: Corporate Strategy, Negotiation, Understanding Organizations, Small Group Behavior, Systematic Inquiry

St. Mark's School of Texas — Dallas, TX

August 2014 — May 2018

GPA: 3.94/4.00 (weighted)

WORK EXPERIENCE

Noteworthy — New York City, NY (Remote)

May 2020 – Present

Summer Intern (Business/Finance)

- Research and analyze competitive and funding landscapes to position company for successful market entry.
- Conduct user experience interviews, collect data, and analyze trends to improve current product offering.
- Develop SEO plan to deliver on go-to-market strategy and grow site traffic. Copywrite site text to optimize SEO strategy.

Greek House — San Francisco, CA (Remote)

May 2020 – July 2020

Marketing and Sales Intern

- Drive sales as an account manager by continually acquiring new clientele and utilizing CRM.
- Generate leads and cultivate business relationships with key decision makers.
- Execute on marketing initiatives via social media.

Vanderbilt University Office of Immersion Resources — Nashville, TN

February 2020 – April 2020

Student Ambassador

- Advance, streamline, and critique newly introduced experiential learning requirement for undergraduate students.
- Serve as ambassador to market new program to 6400 undergraduate students, as well as advise individual students.
- Collaborate with colleagues and program directors in a team setting to deliver on strategic initiatives.
- Create content for website and social sites to market newly created program.

Royal Oaks Country Club — Dallas, TX

June 2016 – August 2019

Assistant Pool Manager (2018-2019); Interim Head Lifeguard (2017); Lifeguard (2016-2017)

- Managed a team of 30+ lifeguards and oversaw a team of five desk personnel, conducted weekly in-service training sessions, scheduled and coordinated shifts, audited payroll and hours, conducted onboarding process, and collaborated with upper management to ensure efficient day-to-day pool operations.
- Managed opening and closing shifts, helped coordinate weekly training, and supervised smaller teams of guards.
- As lifeguard, ensured the safety of our patrons, maintained the cleanliness of the pool deck, and collaborated with a team of fellow lifeguards.

LEADERSHIP

Pi Kappa Alpha — Vanderbilt University

January 2019 – Present

Sergeant-at-Arms (2020); Executive Board (2020); Finance Committee (2020); Brotherhood Chair (Fall 2019); New Member Advocate (Fall 2019)

- As Sergeant-at-Arms, oversee accountability system; head Judicial Board of eight brothers; ensure due process and proper judicial proceedings; maintain order and discipline in meetings; manage appropriate budget; serve on Executive Board.
- As Executive Board member, manage fraternity operations along with five other board members; consult with all divisions of chapter; act as liaison to national organization; actively participate in weekly meetings.
- As Finance Committee member, manage budget; allocate funds; coordinate payment with university and national organization; audit accounts and payments; collect dues; facilitate internal financial aid process.

SKILLS & CERTIFICATIONS

Technical Skills: Microsoft Office, Adobe Creative Cloud, Google Suite, Stata, Tableau, SEO, CRM, Copywriting

Certifications: Certified Associate in Project Management (in progress)

Languages: English (native), Spanish (working proficiency)

Interests: Endurance sports (Ironman triathlon, marathon running), Outdoor activities (backpacking, mountain biking, kayaking)