**Education**

**American University, Kogod School of Business Washington, DC**

Bachelors of Science in Business Administration; Specialization in Finance May 2012

* Cumulative GPA: 3.81 Kogod GPA: 3.85

**Experience**

**LivingSocial Washington, DC**

*Merchant Acquisition and Strategy Intern* May 2011 – Jan 2012

* Measured key performance metrics to analyze the economic value of the inbound marketing landing page and provide input for improvement.
* Compiled direct mail marketing campaigns by analyzing high ROI concepts and merchants in order to increase inbound sales leads.
* Evaluated cost effectiveness of Google AdWords leads through each stage of the sales process to set scalable baseline metrics for North American markets.

**LivingSocial Washington, DC**

*Sales Strategy Intern* May 2011 – Dec 2012

* Designed, developed, and updated a product roll out plan for over 230 markets facilitating quarter four product launch decisions.
* Tested viability of new vertical possibilities within a competitive market space to ensure success upon launch.
* Maintained the sales implementation plan for North American markets to ensure new products were positioned to succeed and gain market share.

**Affinity Lab Washington, DC**

*Research and Development Intern* January 2011- May 2011

* Provided groundwork to create a small business development program in order to provide a working model for Affinity Lab to utilize.
* Researched entrepreneurial education programs to develop a curriculum and course of study for aspiring entrepreneurs to grow their businesses.
* Supported a daily blog and social media streams by providing an archive of information on DC technology, startup businesses, and entrepreneurs.

**Skills**

* Microsoft Certified Specialist in Microsoft Excel 2007