

## Jordan Nelson

jwnelson@mit.edu • 11 Cogswell Avenue, Cambridge, MA 02140 • (630) 809-5779

### EDUCATION

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#### MASSACHUSETTS INSTITUTE OF TECHNOLOGY

*Masters of Engineering in Logistics, Supply Chain Management Program*

Cambridge, MA  
August 2014 – June 2015

#### UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

*College of Business/ Bachelor's Degree in Marketing*

Urbana, IL  
August 2006 – May 2010

- Six time Dean's List Award recipient; Phi Sigma Pi Honors Fraternity Class President

### EXPERIENCE

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#### HALL & PARTNERS

Chicago, IL

Global research consulting company; subsidiary of the Omnicom Group

##### *Project Manager*

July 2013-August 2014

- Led process for supplier best practice at a company-wide level. Ran collaboration workshops with suppliers to create content and direction used to develop master services agreement.
- Named to leadership committee involved in direction of strategic global operations across four offices. Met quarterly with global COO providing status and initiative updates.
- Acted as project level consultant on six strategic accounts totaling in revenues over \$9 million dollars with a final gross margin 9.5% above the company average.
- Implemented information sharing dashboard for largest client in Chicago office and named product owner for US offices.

##### *Project Coordinator*

August 2011-July 2013

- Supervised all international and external team operations. Led process overhaul and redesign that identified areas for potential growth and refinement resulting in over 320 work hours saved annually and a 5% increase in margin.
- Managed three teams responsible for over one fifth of office revenue and serving largest clients in Chicago.
- Increased team gross profit by 45% over a year and a half through operational reforms and resource planning. Implemented process reforms allowing for total revenue increase of 30% in 2013.
- Developed new global operational processes that resulted in an increased team gross profit from 43% to 61% resulting in global process replication
- Directed global training programs for key company offerings. Presented internal technology update to US CEO explaining new structure and operational implications.

#### RABIN RESEARCH COMPANY

Chicago, IL

Market research firm with diverse experience including both consumer facing and B2B brands.

##### *Project Supervisor*

June 2011-August 2011

- Granted increased responsibility for brand research operations, reporting, and analysis. Directed research functions for largest clients and implemented various company-wide operational improvements.
- Delivered insights on brand health and effectiveness of marketing communications for over 25 different brands across a variety of industries.
- Procured and implemented new data collection and processing system replacing an incumbent system of 15 years resulting in a 20% increase in team capacity.

##### *Assistant Project Supervisor*

June 2010-June 2011

- Analyzed data with complex statistical measures to uncover market trends. Segmented consumer groups based on both demographic and psychographic traits.
- Managed the first ever 'real time' reporting study conducted and communicated results directly to client while answering real time analysis questions.
- Increased gross revenue by 7% in Q2 2011 by creating unique business-to-business contact methodology for largest client.

### CLUBS AND ORGANIZATIONS

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- Outreach Community Center – REACH ACT program founder and director
- Phi Sigma Pi National Honors Fraternity Alumni Connection – Business Function Director

### AWARDS AND RECOGNITION

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- Most Outstanding New Concept 2013 – Hall and Partners Chicago awarded to employee with best idea and presentation selected by office vote and leadership team evaluation.
- Influential Volunteer Award 2013 – Outreach Community Center.

### TECHNICAL SKILLS

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- Microsoft Office Suite (including Access), SQL, UML, XML, Tableau