

# BLAKE BEECHER

6309 Woodleigh Oaks Drive, Charlotte, NC 28226

+1 (704) 996-8448 | beechclt@gmail.com

[Link to LinkedIn Profile](#)

## OBJECTIVE

Business student and early-career product professional seeking a product management or analyst role on a digital product team. Brings experience in supporting digital product development through requirements gathering, workflow automation, CRM configuration, and cross-functional collaboration in fast-paced operating environments. Aims to apply product discovery, roadmap and prioritization skills and continuous improvement principles to enhance associate tools, project execution, and user outcomes at scale.

## EDUCATION

MOORE SCHOOL OF BUSINESS, University of South Carolina

Columbia SC USA

**Bachelor of Science, Business Administration**

August 2022 - May 2026

**Majors:** Management and Marketing

**Concentration:** Entrepreneurship

## EXPERIENCE

DUMP JUNKIES CLT, LLC

Charlotte NC USA

**Founder – Owner**

June 2024 - Present

- Launched a junk removal and demolition company in Charlotte, NC.
- Lead sales, marketing, operating, and customer service functions for the Charlotte location, using customized CRM software, Facebook and Google advertising, QuickBooks, and Excel.
- Built a Go High Level Customer Relationship Management (CRM) platform to streamline customer service and sales systems using custom automations and workflows.
- Improve user experience for customers/employees by training employees on detailed SOPs.
- Increased 2024-2025 year-over-year revenue growth by \$26,000 (288.9%) with revised marketing strategy.
- Use data-driven partner to prioritize and execute improvements in digital marketing campaigns through Google and Facebook Advertising.
- Manage daily tasks and equipment requirements to employees and assigned equipment for over a hundred jobs and services.

EMBER GROUP CONSULTING

Charlotte NC USA

**Management Consulting, Summer Intern**

June 2025 - August 2025

- Gained immersive consulting experience through hands-on project work supported by mentor guidance, executive exposure, and a highly collaborative team environment focused on strategic thinking and operational problem solving.
- Collaborated on high-impact engagements using agile sprint methodology to support structured problem-solving and timely project delivery.
- Performed stakeholder mapping and analysis on 20+ companies across multiple industries.
- Designed stakeholder qualification criteria to define and identify specific target stakeholders based on characteristics and applied to a stakeholder matrix.
- Analyzed existing internal technology stack and translated analysis into deliverable documents for a complete stack, including applications, requirements, and budget necessary to optimize collaboration for cross-functional stakeholders, and prepare Ember to scale.
- Contributed to a People, Process, Change (PPC) Toolkit capstone project for internal and external stakeholders, then formally presented key results, insights gained, and final recommendations to Ember's executive leadership team.
- Participated in weekly firmwide meetings to build understanding of internal operations, including sales pipeline management, recruiting strategy, and organizational priorities.
- Engaged in professional development workshops, industry speaker sessions, and book discussions to strengthen consulting capabilities and broaden business perspective.
- Attended Charlotte Regional Business Alliance events to expand industry knowledge and expand professional networks across the regional business community.

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## THE NORTH HIGHLAND COMPANY

### Business Development, Summer Intern

Charlotte NC USA

June 2024 - August 2024

- Gained valuable experience by collaborating with top-tier professionals at a leading global consulting organization gaining valuable industry experience and insight.
- Developed a comprehensive understanding of business development strategies and practices, by attending in-person and virtual meetings.
- Practiced team collaboration through a mentor lead intern group research project focused on finding solutions to retail shrink.
- Gained in-depth knowledge of the partnerships landscape through direct involvement and strategic exposure during a consulting partnership landscape research project.

## NOVANT HEALTH

### Business Innovation Intern

Remote

January 2023 - February 2024

- Researched, documented, interpreted, and recorded data for analytical insights and decision-making, under the director of business modeling and transformation.
- Supported discovery activities related to mergers and acquisitions, expansion, innovation, and joint ventures for rural and coastal regions of North Carolina and surrounding states.
- Performed third-party market scan of healthcare technology devices for use in care settings, specifically the implementation of wireless vital monitoring devices and included software.
- Delivered presentations, documents, and recommendations to various internal client teams regarding various prospective technology research projects surrounding the interests of both patients and stakeholders.
- Communicated effectively in verbal and written format with external and internal stakeholders, scheduled meetings, and planned events.

## CERTIFICATIONS

### PRODUCT SCHOOL

- Product Discovery Micro-Certification (PDC)
- Product Prioritization Micro-Certification (PPC)
- Product Experimentation Micro-Certification (PEC)

## IN-PROGRESS CERTIFICATIONS (Expected Completion By: April 2026)

### THE GLOBAL CAREER ACCELERATOR

- Web Development
- AI Professional Skills
- Intercultural Skills

### USC - CONSULTATIVE SALES PROGRAM

- Certified Professional Sales Person (CPSP), National Association of Sales Professionals®
- SmartFox CRM Certification, Sales Force and AI

## SKILLS

### PRODUCT

- Product Discovery
- Product Prioritization
- Product Roadmapping
- Backlog Management
- User Research
- Requirements Definition

### DELIVERY

- Agile Sprint Methodology
- Scrum Framework
- Lean Product Development
- Cross-Functional Collaboration
- Stakeholder Management
- Executive Presentations

### TOOLS

- Jira & Confluence
- Figma
- ChatGPT5
- Claude
- HTML, CSS, Java
- Excel & PowerPoint