BENJAMIN L. KVISLER

@blkvisler • www.benkvisler.com Madison, Wisconsin

EDUCATION

Boston University Questrom School of Business; Boston, MA

Bachelor of Science in Business Administration and Management; GPA 3.52

Dual Concentration in Marketing and Management Information Systems

SELECTED EXPERIENCE

Epic Systems Corporation; Madison, WI

July 2015 - November 2016

May 2015

Project Manager / Implementation Consultant

- Presented customized Epic software functionality to healthcare organization's operational leaders and analysts
- Facilitated workflow standardization decisions across five-hospital organization in 15 functional areas
- Guided customer team of five through software training, configuration, and testing during 12-month install
- Developed report to help new customers prioritize correction of errors that prevent proper billing

Sikorsky Aircraft Corporation; Trumbull, CT Global Commercial Sales and Support Intern

June 2014 - August 2014

- Composed eight recommendations for executive Sikorsky leadership to expand helicopter sales and after-sale support in Africa through analyses of current regional operations, competitor data, and customer needs
- Improved customer buying experience of aftermarket parts after creating a sales process flow diagram to identify bottlenecks, then provided an actionable recommendation to create product bundles to simplify sales
- Produced a sales team dashboard in Salesforce to monitor contract delivery performance

Educate Direct; London, UK Marketing Intern

February 2014 - April 2014

- Drafted and edited copy of 12 customer email campaigns to solicit sales of online job advertisement space
- Designed a customer's website, 15 email headers, and 10 promotional adverts using Adobe Creative Suite
- Curated a list of over 400 sales contacts and started sales calls leading to multiple potential deals

AMP Agency; Boston, MA

June 2013 - August 2013

Advertising Account Management Intern

- Profiled Hasbro competitors and reported on their advertising activity to aid in Hasbro differentiation efforts
- Recommended over 10 executable advertising and product launch campaigns for Hasbro toys
- Analyzed 3 months of competitor social media data to identify trends and formulate best practices for client
- Developed campaign with team of nine to celebrate Maybelline New York's 100th anniversary and position it as the future of the beauty industry after conducting primary research

Stacked Sandwich; Arcadia, CA Marketing Intern

June 2012 - August 2012

- - Increased sales volume an estimated 3% by engaging customers daily via social media
 - Managed creation and implementation of Facebook, Twitter, and Google ads which garnered 224,566 Facebook impressions and increased weekly total reach to 8,065 people from nothing

ACTIVITIES

Boston University Open Web: Web Design Lead, September 2014 - May 2015; VP of Marketing, October 2014 -May 2015

- Managed design aspects of web development for nonprofit clients and promotional efforts for the club
- Led marketing for Boston University's 2nd Annual Hackathon and attracted 140 attendees

Boston University AdClub: Account Executive, September 2014 - May 2015

Led team of three to define marketing strategy and create advertising campaigns for nonprofits

Alpha Kappa Psi, Business Fraternity: Consulting Associate, Spring 2012; Marketing Director, April 2013 -December 2013

- Led team of nine to revamp recruitment process which increased application submissions by 61% to 113 Microsoft SkyDrive: Brand Ambassador, March 2013 - May 2013
 - Increased awareness and usage of SkyDrive from over 550 students by engaging them daily, demoing the product, launching bespoke promotional advertisements, and co-hosting an event with the university

SKILLS AND INTERESTS

Computer: Proficient with Photoshop, Axure, Python, HTML, CSS, SQL, Microsoft Office Suite;

Basic with JavaScript, Illustrator, InDesign, SPSS Statistics, Salesforce

Interests: Photographing cites, Bouldering, Biking, Exploring, Learning about new tech, Immersing in startup culture