

# Christine Byrd

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## EDUCATION

**The University of Iowa, Tippie College of Business** | Iowa City, IA

Anticipated May 2026

B.B.A., Business Analytics and Information Systems; B.B.A., Marketing

- GPA: 3.68 / 4.0; Dean's List: Fall 2022 – Present
- Marketing Institute Scholar

## TECHNICAL SKILLS

- **Tools:** Excel, Python, SQL
- **Techniques:** Data regression, Data modeling, Data visualization, Predictive analytics
- **Projects:** *Coca-Cola Consultant Memo* – Performed logistic regression in Excel with a 95% confidence interval. Visualized data results in bar charts and pivot tables. Presented a comprehensive action plan to increase sales by 30% by implementing marketing tactics for Coca-Cola's Peace Tea product.

## WORK EXPERIENCE

**Marketing Institute | The University of Iowa**

January 2025 – Present

Marketing Consultant

- Accepted as one of 20 students (from 150) into the Marketing Institute, a three-semester program
- Engaged with real clients on a year-long consulting project, using data-driven insights to solve complex marketing challenges and deliver measurable business outcomes
- Developing client-facing communication skills by presenting findings, strategies, and results to senior executives, ensuring alignment with business objectives and delivering clear, impactful solutions

**Mindshare | Chicago, IL**

June 2025 – August 2025

Data Analytics Intern

- Compiled and interpreted consumer behavior data from various sources, delivering actionable insights
- Cleaned, transformed, and maintained large datasets in SQL and Python, ensuring accuracy and reliability
- Conducted detailed analysis of digital marketing campaigns, leveraging Tableau to identify KPI's

**Lurie Children's Hospital | Chicago, IL**

May 2024 – Present

Patient Services Representative

- Managed patient check-in/out, ensuring 99% accurate personal and insurance data collection
- Collaborated with clinical and front desk staff to ensure efficiency and minimize wait times
- Improved interactions between clinical staff and patients by sustaining a constant line of communication through daily reports and phone calls

## EXTRACURRICULAR ACTIVITIES

**German Club | The University of Iowa |**

September 2024 – Present

Treasurer

- Led a committee of 5 members in making budget decisions and reviewing policies
- Managed payments for campus events, including comedians, bands, and movies

## VOLUNTEER EXPERIENCE

**Forest Preserves of Cook County | Chicago, IL**

July 2020 - June 2023

Litter Cleanup Volunteer

- Coordinated volunteer groups for cleanup events to ensure efficient waste removal
- Implemented waste sorting and recycling protocols, increasing sustainability efforts by 15%