

## Ingram 'Gram' Bowsher

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### **PROFESSIONAL SUMMARY**

A current junior at Northwestern University studying social policy, organizational change, and integrated marketing with extensive leadership and work experience looking to pursue opportunities in marketing, brand management, and consulting.

#### **Key Skills**

- Marketing and communications experience working in profit and not-for-profit companies, including strong analytical and market research skills
- Extensive experience working with upper-level administrators in the Northwestern Athletic Department
- SPSS, Qualtrics, Salesforce, Google Analytics, Adobe Photoshop, Sony Vegas, Jive, Microsoft Office

### **PROFESSIONAL EXPERIENCE**

#### **Market Research Intern**

February 2014-Present

**Ipsos Innoquest**, Chicago

*The innovation and product testing division for the third largest international market research firm*

- Analyzed consumer feedback on idea screenings, concept tests, product tests, and product forecasts to generate reports and recommendations
- Contributed to a team of 10 other professionals to provide services to clients including PepsiCo, Hillshire Brands, Quaker, Burger King, and other major brands
- Developed market analysis reports to better inform clients of segment trends and developments
- Managed division social media accounts and increased followers and impressions by over 300%

#### **Community Impact Fellow**

June 2013 – September 2013

**Upwardly Global**, Chicago

*A non-profit organization that provides job services to highly skilled immigrants and refugees*

- Provided support to the Community Outreach Associate by coordinating program enroll and orientation programs, filling in full-time for her during an extended leave of absence
- Interviewed and screened approximately 15 new program enrollees per week
- Created a social media action plan for the Employment Services Associate that was implemented into their social media strategy
- Helped organize and fundraise for the annual gala event during which Upwardly Global raised over \$100,000

### **LEADERSHIP EXPERIENCE**

#### **President**

March 2013 – Present

**Northwestern Wildside**, Evanston, IL

*The Official Student Section of Northwestern Athletics, representing all 8500 Northwestern University undergraduates*

- Liaised between the other 9 executive board members of Wildside and the upper administration of the Northwestern University Athletic Department
- Organized and oversaw the creation of one of the most popular new student traditions on game days, a student-only tailgating space next to the football field
- Increased committee applications by over 300%, from 20 applications before my tenure to over 70 in my first year
- Designed and launched the Wildside website, and increased its traffic from 15 page views per day to almost 100 per day

### **EDUCATION**

#### **Bachelors in Social Policy and Organizational Change**

Est. 2015

Northwestern University, Evanston, IL

Relevant Course Work: Program Design and Implementation, Methods of Observing Human Behavior, Organizational Theory and Practice

#### **Integrated Marketing Certificate**

Est. 2015

Northwestern University, Evanston, IL

Relevant Course Work: Research Methods for Integrated Marketing, Consumer Insight, Marketing Strategy

GPA: 3.4/4.0