CHRISTIAN SICKMEIER

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EDUCATION

Indiana University, Kelley School of Business – Bloomington, IN   May 2026
Master of Science in Information Systems
- Awarded Graduate Assistantship
- *EY Case Competition:* Developed and defended a strategic plan to make a multi-national, finance industry leader, with a 150-year conservative history to be competitive against agile AI startups, earning 3rd

Indiana University of Indianapolis, Kelley School of Business – Indianapolis, IN   May 2025
Bachelor of Science in Business; Major: *Marketing,* Minor*: Creative Writing*   GPA: 3.90/4.00
- *MSIS 3+1 Case Competition:* Created and presented an integration strategy for deploying Digital Humans within IU Health's ecosystem, securing a top-five finish among 26 teams
- *Peer Tutor:* Assisted in teaching Marketing Research in Fall 2024, supporting learning and research design

EXPERIENCE

Scale Computing – Indianapolis, IN   May 2024 – July 2025
Scale Computing Intern to Marketing VP
- Conducted win/loss analysis on key deals to uncover buyer motivations and barriers, improving messaging strategy and boosting pipeline conversion
- Analyzed earned media and web performance to identify content gaps and trend opportunities, informing PR strategy and cross-channel campaigns
- Developed high-impact SEO webpages and sales collateral based on competitive analysis, driving increased organic traffic and qualified leads
- Managed across and vertically by guiding a direct report, coordinating with peers, and aligning with leadership to drive efficient collaboration and smooth project execution
- Streamlined marketing operations by managing email scheduling, ticket tracking, and content calendars—freeing up team bandwidth for strategic initiatives

ACADEMIC PROJECTS

Strategic Enrollment Consulting Project (Honors Leadership Seminar)   January 2025 – May 2025
- Tackled Indiana's declining college-going rate as part of a consulting team; analyzed CHE data and stakeholder interviews to identify cost-related misconceptions and process barriers limiting student access
- Developed a strategic outreach solution targeting middle school families, incorporating financial-aid calculators, student-led testimonial roadshows, and personalized communications to increase early pipeline engagement
- Recommended scalable partnerships with employers and nonprofits—proposing financial literacy workshops and expanded 21st Century Scholar outreach—equipping IUI leadership with a top-ranked plan to pursue state enrollment goals

Product Development Planning and Commercialization (I-Core)   August 2023 – December 2023
- Led a five-person team in a semester-long consulting-style project to design an AI-based solution for unmet client engagement needs in the financial advising industry, guiding the team from initial concept to final pitch
- Conducted industry research and applied business strategy frameworks to evaluate alternatives, and crafted a go-to-market plan tailored to tech adoption constraints
- Built and presented financial models in Excel—including revenue projections, break-even analysis, and pricing logic—to a panel of AI and business experts, demonstrating the product's commercial viability

TECHNICAL

- *Data Analysis & Visualization:* IBM SPSS Statistics, JASP, Certified MOS, Tableau
- *Web Development*: HTML/CSS, JavaScript, Python
- *IT Infrastructure*: HCI, virtualization platforms, edge computing deployments

ADDITIONAL

Competed nine years in Speech and Policy Debate | Student Leader at Redeemer Bible Church | Lover of stories