

# Jane Doe

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## EDUCATION

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**Brown University**, *B.A. Economics Candidate*

**Providence, RI | Expected Graduation May 2018**

- GPA: 3.5 out of 4.0
- Relevant Coursework: *Industrial Organization, Market Research in Public and Private Sectors, Management of Industrial and Nonprofit Organizations*
- Awards/Honors: Black Retail Action Group (BRAG) Scholarship Recipient, QuestBridge Scholarship Match Recipient

## BUSINESS & ANALYTICAL EXPERIENCE

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**Macy's Inc.**, *Digital Merchandising Intern*

**New York, NY | June 2017—July 2017**

- Increased the order conversion of women's graphic tees by 74% through a recategorization of Macy's online product assortment
- Synthesized reports on product views, digital traffic channels, and product sales to create a Market Prep guide, which will inform product buying decisions in 2018 Q1
- Developed a new business idea with 3 other interns that focused on a pillar of Macy's company-wide business strategy
- Evaluated Macy's competitive positioning in the home décor market by conducting research on the company's strengths, weaknesses, opportunities, and threats

**Black Retail Action Group (BRAG)**, *Intern*

**New York, NY | May 2017—July 2017**

- Conceptualized a business idea for a new company with 4 other BRAG interns for a case study regarding innovation in the retail industry
- Estimated the expected 5-year revenue of our company by calculating the dollar opportunity of its 4 revenue streams
- Participated in seminars, workshops, and classes that discussed topics including retail math, entrepreneurship, and executive presence

**Year Up**, *Admissions and Program Management Intern*

**Providence, RI | June 2016—Aug 2016**

- Analyzed Year Up outreach methods and devised new strategies for outreach including targeted social media advertisements and information sessions
- Designed and created the first-ever Year Up Providence Snapchat geofilter, which garnered over 12,000 total views
- Improved the Year Up admissions database by reducing the number of nonresponsive applicants by over 90% through calls to students

**Oliver Wyman Diversity Forum**, *Participant*

**New York, NY | April 2016**

- Selected to attend the forum that gave college undergraduate students an introduction to Oliver Wyman
- Participated in case study workshops as well as sessions related to Oliver Wyman's diversity and inclusion efforts

## LEADERSHIP EXPERIENCE

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**Brown University CareerLAB**, *Peer Career Advisor*

**Providence, RI | Sept 2015—Present**

- Provide resume, cover letter, and LinkedIn critiques to undergraduate Brown University students
- Conduct career-related workshops and presentations for various on-campus student organizations
- Increase awareness of CareerLAB services by informing students of resources including BrownConnect and LINK

**Brown University Office of Residential Life**, *Residential Peer Counselor*

**Providence, RI | Aug 2015—May 2017**

- Delivered information about academics and campus resources to a residence hall consisting of 50 first-year students
- Received training in areas such as active listening, conflict resolution, and community building
- Constructed 4 workshops for the Brown University campus that explored heterosexism, race, and masculinity

## SKILLS & INTERESTS

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Technical Skills: Highly skilled in Microsoft Word, PowerPoint, and Salesforce; Competent in Microsoft Excel, NVivo, Photoshop, SPSS Statistics, and STATA

Interests: A cappella, Fashion Blogs, Fashion Retailing