

# LYNDSEY HOUSMAN

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<b>EDUCATION</b>	<b>UNIVERSITY OF MICHIGAN</b> <b>Stephen M. Ross School of Business</b> Bachelor of Business Administration, May 2016 <ul style="list-style-type: none"><li>• GPA: 3.7/4.0</li><li>• University Honors Fall 2012-Winter 2013</li><li>• Relevant Coursework: Financial and Managerial Accounting, Decision Support with Excel, Business Analytics and Statistics, Strategy: Study Abroad in China (Spring 2014)</li></ul>	<b>Ann Arbor, MI</b>
<b>EXPERIENCE</b>	<b>VOXY, INC.</b> <b>Consultant and Marketing Analytics Intern</b> <ul style="list-style-type: none"><li>• Worked closely with CEO, CFO, and CMO to evaluate profitability of various customer acquisition channels; built robust LTV/CPA model that informed \$1M in spend.</li><li>• Synthesized primary and secondary research to more effectively structure the company's go-to-market strategy, growing sales from \$0.3M to over \$3.5M in 2014.</li><li>• Created customer organizational charts, identified budgets, and developed economic buyer personas for multiple channels, which is used as sales training module.</li><li>• Built dynamic business intelligence dashboards/tools in Microsoft Excel (with VBA) to connect 3rd party data sources; tools filled product gap and enabled faster market entry.</li></ul>	<b>Ann Arbor, MI</b>
<b>2014-Present</b> <b>Part-time</b>		
<b>2014-Present</b>	<b>EPSILON NU TAU PROFESSIONAL ENTREPRENEURSHIP FRATERNITY</b> <b>Brother</b> <ul style="list-style-type: none"><li>• Established the first entrepreneurship fraternity on campus through a marketing push, fundraisers, and events that raised over \$1000 and doubled the chapter's size.</li><li>• Represented chapter in 1000 Pitches, an MPowered Entrepreneurship sponsored pitch competition, and was selected as one of 90 finalists out of nearly 8000 submissions.</li><li>• Organized new chapter events, fundraisers, and a partnership with LS&amp;A Student Government to expand the chapter's reach and role in the campus community.</li></ul>	<b>Ann Arbor, MI</b>
<b>2014-Present</b>	<b>THE KESSEL AND MIKAELIAN GROUP</b> <b>Consultant and Director of Strategy</b> <ul style="list-style-type: none"><li>• Oversee client acquisition and operations by targeting small, local businesses with little knowledge of social media; currently responsible for 4 accounts worth \$200/month.</li><li>• Collaborate closely with clients to develop and maintain their website and social media accounts; create and implement a unique social media strategy for each business.</li><li>• Conduct preliminary research on client's market including consumer trends and demographics; present proposal to potential clients with tailored marketing campaign.</li></ul>	<b>Ann Arbor, MI</b>
<b>2013-Present</b>	<b>THE MONROE STREET JOURNAL</b> <b>BBA Editor-in-Chief</b> <ul style="list-style-type: none"><li>• Manage the growth and publication of all BBA-related content of The Monroe Street Journal, a newspaper that distributes business-related news and community information to business school students, faculty, and visitors on a weekly basis.</li><li>• Diversified paper by adding more BBA content and recruiting BBA writers and board members, thereby expanding the paper's reach to include 1,700 undergraduates.</li></ul>	<b>Ann Arbor, MI</b>
<b>2012-2014</b>	<b>STUDENT GOVERNMENT STUDENT LIFE COMMITTEE</b> <b>Member</b> <ul style="list-style-type: none"><li>• Communicated with a variety of administrative officials by making proposals and providing feedback on behalf of students, resulted in the addition of a new off-campus bus route, more supplies in study areas, and more disposal areas in female bathrooms.</li><li>• Collaborated at meetings over ideas on how to improve non-academic aspects of campus, finding tangible and realistic solutions that tackled student complaints.</li></ul>	<b>Ann Arbor, MI</b>
<b>ADDITIONAL</b>	<ul style="list-style-type: none"><li>• Adept with Visual Basic Applications (VBA) for Excel, and experienced with the C++, Python, Javascript, and HTML/CSS programming languages.</li><li>• Prior job experiences: Administrative Assistant at Advocate Counseling Services, File Clerk at Law Offices of Kelley A. Joseph and Impact Worker at Abercrombie &amp; Fitch.</li><li>• Currently mastering the art of DJing (disk jockeying).</li></ul>	