

LYNDSEY HOUSMAN

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EDUCATION	UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Bachelor of Business Administration, May 2016 <ul style="list-style-type: none">• GPA: 3.7/4.0• University Honors Fall 2012, Winter 2013, 2014, & 2015• Relevant Coursework: Financial and Managerial Accounting, Decision Support with Excel, Business Analytics and Statistics, Operations Management	Ann Arbor, MI
EXPERIENCE Summer 2015	ZS ASSOCIATES Business Analyst Intern <ul style="list-style-type: none">• Managed multiple work streams regarding firm's flagship territory designer software, including 2 projects with complex sales force business rules and internal creation of a client training program; became the de-facto 'intern expert' on sales force design.• Determined the optimal sales force size and call workload for a company selling a B2B educational product, thus aligning the company to a new sales force strategy equipped with 34 sales rep territories and 11 new field rep territories, balanced on workload.• Assessed the commercial strategy for a client launching an ultra-orphan cancer therapy through a deep-dive into the implications of 10+ commercial model analogues.	Evanston, IL
2014-2015	VOXY, INC. Consultant and Marketing Analytics Intern <ul style="list-style-type: none">• 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.• 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.• 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.	New York, NY
2014-Present	EPSILON NU TAU PROFESSIONAL ENTREPRENEURSHIP FRATERNITY President <ul style="list-style-type: none">• Established the first entrepreneurship fraternity on campus through the organization of fundraisers and events, raising \$1500+ and doubling the chapter's size in the process.• Represented chapter in 1000 Pitches, an MPowered Entrepreneurship sponsored pitch competition, and was selected as one of 90 finalists out of nearly 8000 submissions.• Managed chapter as primary leader while restructuring internal business, which led to a more accountable and productive e-board that has gained National Board recognition.	Ann Arbor, MI
2013-Present	THE MONROE STREET JOURNAL BBA Editor-in-Chief <ul style="list-style-type: none">• 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.• 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.• Collaborated with SGA and administration for a long-term plan that ensures access and privileges essential to sustain operations during problematic Ross construction project.	Ann Arbor, MI
2012	ADVOCATE COUNSELING SERVICES Administrative Assistant <ul style="list-style-type: none">• Supplied drug and alcohol test results to outside attorneys, thus providing the Family Division of the Broward County Circuit Court hundreds of pieces of evidence.• Restructured the office's records system by chronicling billing and payment information in Microsoft Excel and successfully reorganized it into a more efficient system.	Fort Lauderdale, FL
ADDITIONAL	<ul style="list-style-type: none">• Adept with Visual Basic Applications (VBA) for Excel, and experienced with the C++, Python, Javascript, PHP, and HTML/CSS programming languages.• Coded my own personal website (visit at url: lyndseyhousman.com).• Currently mastering the art of DJing (disk jockeying).	