

# LYNDSEY HOUSMAN

1300 S. University Ave • Ann Arbor, MI 48104  
lyndseyh@umich.edu

<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, 2014, &amp; 2015</li><li>• Relevant Coursework: Financial and Managerial Accounting, Decision Support with Excel, Business Analytics and Statistics, Operations Management</li></ul>	<b>Ann Arbor, MI</b>
<b>EXPERIENCE</b> <b>Summer 2015</b>	<b>ZS ASSOCIATES</b> <b>Business Analyst Consulting Intern</b> <ul style="list-style-type: none"><li>• Managed multiple work streams regarding firm's flagship territory designer software, including work with 2 Global FT 500 companies with complex sales force business rules and 2 internal firm projects; became the de-facto 'intern expert' on sales force design.</li><li>• 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.</li><li>• 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.</li><li>• Synthesized my project work (role in 7 projects total) and internship experience into a final presentation and interview; received offer to return full-time post graduation.</li></ul>	<b>Evanston, IL</b>
<b>2014-2015</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>• 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>New York, NY</b>
<b>2015</b>	<b>A.T. KEARNEY, INC. FALL 2015 STUDENT LAB</b> <b>Student Team Member</b> <ul style="list-style-type: none"><li>• Integrating classroom knowledge with A.T. Kearney staff and a student team to consolidate the supply chain network of a \$2 billion manufacturing company.</li><li>• Identifying redundant inventory positions that, if removed, will improve service levels and reduce operational costs without compromising key customer relationships.</li></ul>	<b>Ann Arbor, MI</b>
<b>2014-Present</b>	<b>EPSILON NU TAU PROFESSIONAL ENTREPRENEURSHIP FRATERNITY</b> <b>President</b> <ul style="list-style-type: none"><li>• 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.</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>• 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.</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>• Managed the growth and weekly publication of BBA-related content of The Monroe Street Journal, a Ross newspaper delivering business news and community information.</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><li>• Collaborated with SGA and administration for a long-term plan that ensures access and privileges essential to sustain operations during problematic Ross construction project.</li></ul>	<b>Ann Arbor, MI</b>
<b>ADDITIONAL</b>	<ul style="list-style-type: none"><li>• Adept with VBA for Excel, C++, Python, Javascript, PHP, and HTML/CSS programming languages; see my own coded, personal website (url: lyndseyhousman.com).</li><li>• Currently mastering the art of DJing.</li></ul>	