

KATELYN STROBEL

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EXPERIENCE

Student Body Vice President – *Brigham Young University* **Provo, UT | 2017**

- Increased student service events' reach from 30% to 97% of students using specific campus-wide demographic targeting
- Managed \$300,000 budget to support 350+ student activities, clubs, and councils across 33,000 student campus
- Oversaw 100+ volunteers during election campaign, resulting in biggest winning margins in recent history (55% of total vote)
- Used social media marketing campaign to generate record breaking student engagement with 218K social media impressions

Startup Cofounder and Chief Executive Officer – *AllyWatch* **Provo, UT | 2017**

- Machine learning startup company which provides emergency response for in-home elderly
- Won competitive seat as a Crocker Innovation Fellow (12% acceptance rate), securing access to \$50,000 cash funding
- Managed development team to create biomonitoring Apple Watch and iPhone application in under 6 months

Lead Marketing Data Analyst Intern – *Benetech* **Palo Alto, CA | 2016**

- Used Microsoft Access to migrate 600+ marketing spreadsheets into a single SQL database reducing analysis time by 40%
- Conducted 50+ usability studies to analyze customer onboarding experience, improving SEO exposure and conversion by 10%

Internship Director and Consultant – *Marriott School of Business* **Provo, UT | 2016**

- Consulted with 150+ interns to successfully complete high impact projects for Frito Lays, DaVita, Qualtrics, Boeing, etc.
- Received 100% satisfaction score from 24 different companies and 150 interns, resulting in highest rated consultant award

Marketing Strategy Intern – *Cricut* **Salt Lake City, UT | 2015**

- Produced in-house social media content, saving company \$18,000 in outsource costs
- Daily work with SEO, Google Plus, Google AdWords, and Facebook Advertising, reaching 500K+ potential consumers

Nonprofit Founder and President – *Step Up to Higher Education* **Boise, ID | 2015**

- Raised over \$15,000, directly resulting in college scholarships for 23 young women in at-risk situations
- Developed a "Step Up Curriculum" and presented to 37 different elementary schools, impacting over 10,000 Title 1 students

EDUCATION

Brigham Young University – *Marriott School of Business* **Provo, UT | 2014-2018**

Honors Bachelor of Science in Business Management

- GPA 3.70/4.00
- Minor in Communications

Global Business Study Abroad **EMEA | 2015**

- Observed and analyzed international business organizations including the London Stock Exchange, Barclay's, Ruckl, PwC, Nike, Hyundai, and NBA China

HONORS

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| ▪ Harvard Women in Business Delegate | ▪ Women in Business Mentor |
| ▪ Crocker Innovation Fellow | ▪ National Honor Society Presidency (Top 20% of Class) |
| ▪ Ballard Social Innovation Scholar | ▪ Student Body Vice President |
| ▪ BYU Speech and Debate Team President | ▪ Speaker at 12,000 person Mormon Women's Conference |

SKILLS & INTERESTS

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- Proficient in Microsoft Excel, Microsoft Access, Adobe Photoshop, Adobe Lightroom, and Final Cut Pro
 - Undergraduate Honors Program Thesis work studying the scientific method in startup processes
 - Winner of multiple state, regional, and local piano performance competitions
 - Miss Idaho Runner-up, Overall Talent and Interview Winner, awarded \$20,000 in scholarship