

# 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

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

## SKILLS & INTERESTS

- 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