

MARGARET COOPER

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EDUCATION	UNIVERSITY OF MICHIGAN School of Information UX Design Minor, May 2024 Stephen M. Ross School of Business Bachelor of Business Administration, May 2024 <ul style="list-style-type: none">• GPA 3.6/4.0• Emphasis in Marketing• Business Administration 200 Course Assistant, Management and Organizations 300 Teaching Assistant• Recipient of Holly and John Madigan BBA Scholarship• Michigan Collegiate Consulting Group - VP Outreach, Managing Director• Deloitte Consulting Undergraduate Case Competition National Finalist (2022)	Ann Arbor, MI
EXPERIENCE 2023	OVATIVE GROUP Digital Marketing & Data Analytics Intern <ul style="list-style-type: none">• Developed AI playbook for SEM-specific tasks through collaboration with 5 interns, leveraging insight from analysts to directors, industry research, and AI code generation, resulting in 3+ task automations integrated into Slack and Google platforms• Streamlined and optimized Google Ads campaign structure by consolidating 80+ campaigns, merging keywords from higher-traffic match type campaigns into underperforming ones, and pausing poorly performing campaigns, resulting in improved efficiency and performance.• Utilized client-specific campaign naming conventions and Google Sheets template to run Supermetrics queries for revenue and spend data YTD, building a backend Google Looker Studio dashboard for SEM team, streamlining pacing and reporting processes	Chicago, IL
2022	AUXO INVESTMENT PARTNERS Private Equity Summer Analyst <ul style="list-style-type: none">• Evaluated manufacturing ERP market through software reviews, intensive database research, and expert advice to compile leading 15 ERP systems and weigh their capabilities, making AUXO more scalable in supporting CFO's present and future software decisions• Identified potential add-on targets for an AUXO portfolio company through utilization of M&A software and expansion of CEO's known competitors list to develop database of 150 targets, advancing investment thesis and streamlining acquisition process for future add-ons• Rated 10 AUXO portfolio companies' ESG practices, weighing 20 metrics to aid in development of ESG reporting tool aimed at reducing environmental impact, minimizing risk, monitoring current practices, and improving visibility on progress over time	Grand Rapids, MI
2022	UNIVERSITY OF MICHIGAN CENTER ON FINANCE, LAW & POLICY +Impact Intern, Detroit Neighborhood Entrepreneurs Project <ul style="list-style-type: none">• Analyzed 5 year customer transaction data to segment 12 customer archetypes, calculate customer lifetime value (CLV), and identify most profitable customers to construct 5 pricing bundles and numerous discount strategies for underutilized customer segments• Spearheaded development of e-commerce website for minority-owned business through UX Design principles and user testing to enhance customer experience, implement pricing strategy, and combat systemic inequities for minority entrepreneurs	Ann Arbor, MI
2021-Present	DELTA SIGMA PI PROFESSIONAL BUSINESS FRATERNITY VP Fundraising, Professional Chair <ul style="list-style-type: none">• Implemented 5 fundraising campaigns through internal and external events after identifying areas of community need and coordinating with other professional organizations and executive board, raising \$2,000+ for local charities and exceeding semester goal• Facilitated and executed Ross-wide professional panel discussion to provide students insight on sustainability and DEI initiatives within various industries by communicating with professionals including MBA student and Futurist at Ford Motor Co, resulting in 50+ attendees	Ann Arbor, MI
ADDITIONAL	<ul style="list-style-type: none">• Skills: Beginner Python, SQL, HTML, APIs, R, and Microsoft Suite• Avid outdoors person including hiking, skiing, and running; member of Michigan Running Club and Michigan Yoga Club; have run 5 half-marathons and planning to run a marathon	

- Weekly tutor for Peace Neighborhood Center, a local non-profit organization, planning lessons for disadvantaged students to strengthen areas in math and reading
- Studied abroad at the University of St. Gallen in Switzerland during Winter '23