

NICHOLAS CABLE

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EDUCATION

The University of Tennessee, Knoxville, TN

B.S. in Business Administration

Major: Business Analytics

Concentration: Marketing

May 2021

GPA: 3.44/4.00

Selected Coursework: Marketing Analytics (SQL, SPSS, Tableau, Qualtrics), ODBC Programming (Microsoft Access), Analytical Modeling/Decision Op (R, Excel), Statistics (JMP), Project Management (Microsoft Project, Microsoft Visio)

PROFESSIONAL EXPERIENCE

Student Assistant | Haslam College of Business | Knoxville, TN | August 2017 – Current

- Utilize the lean business model by assisting with WIP Board fulfillment on daily tasks including transcribing class evaluations to be archived, assisting with professor taught simulations, supervising the reception desk, and preparing class supplies for on-campus and off-campus events.
- Consistently improve hospitality services and event preparation by working alongside faculty members, events coordinators, and other student assistants as well as utilizing lean business processes.
- Recognized as the number one Executive Education Facilities and Program Support in the United States by continuously collaborating with a large variety of faculty, graduate students, and coordinators.

Promotional Staff | Atlanta Braves | Atlanta, GA | May 2018 – August 2018

- Assisted over 1,000 attendees per day by answering questions and concerns, facilitated pre-game and post-game activities, as well as implemented necessary safety measures within the park.
- Ensured park efficiency by aiding in entry of over 25,000 attendees per game, working alongside other promotions staff members in the entertainment area, and directing guests throughout the park.
- Assisted with non-game day events including two business meetings and promotional events within the community.

MAJOR RELATED PROJECTS

Application Database Prototype | August 2020 – December 2020

- Created SQL Server Queries and connected them to Microsoft Access through an ODBC Driver in order to create an Application Prototype for the employees and applicants of a Sports & Recreation Department.
- Designed a functional application prototype containing three fill-in forms and seven read-only reports. The forms included a section to apply, a section to register for departmental activities, as well as a form for assigning employees to available job roles.

Marketplace Simulation | August 2020 – November 2020

- Worked with five team members selling bicycles where we achieved the highest HR Management score, the second highest total market share, as well as ended with above-average rankings in marketing effectiveness as we competed against four other teams.
- Became market leaders in bike sales through a rehaul in brand management, strategic investments in Research & Development, setting effective prices for available brands, advertisement designs, as well as social media management.
- Generated total profits of \$3,999,142 by utilizing multiple channels of sale including four brick-and-mortar locations and our web sales location.

Forever 21 Marketing Analysis | January 2020 – May 2020

- Researched the development and current status of Forever 21 in order to analyze and interpret the recent decline in sales of Forever 21.
- Surveyed 200 individuals using Qualtrics and analyzed their responses using SPSS Software in order to recommend future marketing strategies to implement.

EXTRACURRICULARS & CERTIFICATIONS

University of Tennessee Investment Group (February 2020 – Current)

Phi Gamma Delta (January 2018 – August 2020) – Awards Committee Leader

Blanchard Certification (March 2018) – Program addressing situational leadership and cultural adaptation

Volunteer Activities: Completed over 70 hours of community service with Best Buddies UTK, Cherokee County Special Olympics, Boys & Girls Club of Knoxville, Wesley House Community Center, Mountain Man Memorial March, Operation Christmas Child, Habitat for Humanity, and Smokey's Pantry.