

SANDRA M. STUDENT

City, ST Zip | Email address | Phone # | LinkedIn URL

EDUCATION

University of California, Irvine, The Paul Merage School of Business, Irvine, CA 06/XXXX

Master of Business Administration, Marketing

- President/Director: Graduate Women in Business Association and Challenge for Charity
- Co-delivered a marketing plan for DryBar including industry and customer analysis

University of Notre Dame, Notre Dame, IN 05/XXXX

Bachelor of Business Administration, Management Information Systems

EXPERIENCE

ABC COMPANY, INC. (a division of XYZ, Inc.), San Francisco, CA Summer XXXX

Product Marketing Intern

Co-managed \$1MM in nationwide marketing activities for an industry leading 3D animation software company.

- Researched competitive landscape and devised a marketing plan to aggressively target a new industry segment.
- Led co-marketing programs including customer testimonials, product demonstrations, event planning and giveaways at industry tradeshows to support new product launches; achieved 100% of launch goals.
- Surveyed over 50,000 customers online gathering usage intelligence to develop product roadmaps.

HEARME COMMUNICATIONS, San Francisco, CA 07/XXXX – 08/XXXX

Internet Partnership Manager (10/XXXX – 08/XXXX)

Researched and developed over 40 strategic marketing partnerships for a \$3B global DSL provider.

- Negotiated deal terms of online marketing and advertising relationships and drove contract process for 20 partners per quarter by collaborating with internal/external legal departments.
- Co-defined and fine-tuned affiliate e-commerce marketing program that effectively drove product sales at a low cost per acquisition. Created all initial sales tools and materials in support of this new channel.
- Analyzed and reported monthly results of 15-20 partnerships to optimize campaign efforts.

Telemarketing Campaign Manager (07/XXXX – 10/XXXX)

Researched and selected an outsourced telemarketing agency to handle all incoming end-user 'Help-desk' calls for HearMe's Broadband Information Center. Managed vendor relationships and end-to-end implementation of telemarketing program including systems design, reporting requirements, and training for the selected agency.

- Coordinated all inbound/outbound telemarketing campaigns for DSL lead generation, special event registration, and sales promotions resulting in a 10x growth in daily call volume in less than one year.
- Designed and implemented performance measurement databases, training materials, and bonus structures, which improved responsiveness and quality of guidance provided by Help desk.

BIGCONSULTING CO., San Francisco, CA 07/XXXX – 06/XXXX

Consultant

Information systems consultant - reviewed software and implemented new systems for Fortune 500 clients.

- Co-managed a major custom software implementation for a \$10MM loan collections agency by tracking development progress and financial status of the project. Came in under budget and ahead of schedule.
- Led 20+ group training sessions and created custom training materials for a \$1.2B high-tech manufacturer increasing users' capability and efficiency on systems.

ADDITIONAL INFORMATION

- Oracle Applications: Order Entry, Inventory, Nielsen Ratings tools, Media Metrix.
- Running (L.A. Marathons), Kick Boxing, Dance (Ballroom and Tango) and Notre Dame Football.

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