
EDUCATION

University of California, Irvine, The Paul Merage School of Business, Irvine, CA 6/2013
Master of Business Administration, Marketing

- Faculty Fellowship Award

University of Rochester, Rochester, NY 6/2003
Bachelor of Arts, Economics and Computer Science

- Certificate in Management Studies (Information Systems) Simon School of Business

BUSINESS EXPERIENCE

NEUTROGENA (Johnson & Johnson), Los Angeles, CA 10/2010–8/2011
Business Strategist

Responsible for strategic pipeline analysis and metrics, governance of business charter development, management of enterprise wide new product portfolio software system, creation and presentation of a cross-functional training package, and effective communication of results to senior leadership for a \$1.5B CPG beauty company.

- Eliminated thousands of manual calculations each month by creating a model of the enterprise's resource capacity and sufficiency in Excel using Visual Basic. Results presented to the board of directors each month
- Reduced subjectivity in new product complexity decisions by creating a software program that objectively assesses project characteristics allowing a more accurate determination of enterprise workload capacity
- Doubled adoption rate of *GenSight* Enterprise Portfolio Management System among marketing employees by creating training presentations that focused on a change in the company culture

THINKQ, INC., Palm Springs, CA 5/2004–11/2009
Project Lead/Analyst

Responsible for leading project teams, developing and presenting a three week quality management systems training package to 14 client sites around the globe, analyzing data and preparing reports for decision making, and creating client software solutions from the ground up for a small consulting firm to the U.S. DoD.

- Reduced analysis time of six weeks to under one week by creating software to stratify millions of rows of warehousing data by combining Microsoft Access SQL queries with Microsoft Excel Pivot tables with a front-end interface using Visual Basic
- Rated "Best Presenter" through client feedback
- Reduced time and costs by over 50% by developing a comprehensive contract oversight management software system deployed to distribution depots across the Defense Logistics Agency (Distribution)
- Developed a complete preventative maintenance database software system that tracks and manages work orders for warehouse equipment for two sites at the DLA Distribution Headquarters
- Selected as one of three presenters to facilitate a three week training package to senior executives at the Defense Logistics Agency (Distribution) Headquarters

ADDITIONAL INFORMATION

Computer Skills: Microsoft Excel, Access, PowerPoint, Visio, SharePoint, Project, Visual Basic for Applications, MS SQL, Visual Studio, HTML, CSS, JavaScript

Online Marketing: WordPress, Drupal, Facebook Pages and Ad Campaigns, FBML, YouTube Channels, Twitter Campaigns (Hootsuite and Tweetdeck), Google (Analytics, AdSense, Reader and AdWords), Video Distribution

Interests: Motorcycles, Roller Hockey, Surf/Snow/Skate, Juggling, Rubik's Cube (speed-cubing), Photography, Cinematography, Interior Design, Furniture Design, Foreign Travel, Blogging