**David S. O’Malley**

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**EDUCATION**

**Wake Forest University, School of Business** Winston-Salem, NC

*Bachelor of Science in Mathematical Business* *May 2017*

Minor: Entrepreneurship

GPA: 3.63 ***Never round up your GPA – drop third decimal – 3.638 becomes 3.63***

**Study Abroad:** DIS, Copenhagen, Denmark *Fall 2015*

**Relevant Coursework:** Global Marketing Strategy, Consumer Brand Behavior, Marketing Research, Linear Programming, Integer Programming, Decision Theory, Simulation Models, Linear Models with R, Regression Analysis

**EXPERIENCE**

**Wake Forest Athletics Department** Winston-Salem, NC

*Marketing Intern* *August 2014 – Present*

* Manage sporting event promotions, including audience participation games to boost team loyalty
* Create and post up to 15 rotating electronic advertisements during sporting events
* Distribute promotional material, such as giveaways and team information, to build team support

**Wake Forest Annual Funds Committee** Winston-Salem, NC

*Student Call Manager March 2014 – Present*

* Cold call parents and alumni to obtain fund contributions averaging $52 more per pledge than committee average
* Draft telephone scripts to be used by student call team to request credit card pledges
* Train 10 team members annually on customer service and pledge request techniques via simulation phone calls

**Wake Forest Mathematical Business Department** Winston-Salem, NC

*Mathematical Business Seminar Consulting Project for Twiddy & Company January* *– May 2016*

* Compiled acquisition and multi-channel funnel data using Google Analytics to develop an Access database; assessed direct and assisted conversion rates for 1,200 Google AdWords keywords for real estate company
* Evaluated cost effectiveness of each keyword based on ratios of cost, revenue, transactions, and assisted conversions; ranked keywords and identified top/bottom 10%
* Identified 800 paid keywords consuming 10% of overall AdWords spending for the evaluated period generating neither direct nor assisted transactions and advised reallocation of spending to the set of top-performing keywords
* Presented findings to Director of Marketing detailing methodology recommendations for optimizing prospective investing of AdWords campaign through reapportioning spending to top-performers

**COMMUNITY INVOLVEMENT**

**Club Basketball Team, Wake Forest University** Winston-Salem, NC

*Secretary May 2014 – Present*

* Take notes and administer registration for monthly club meetings
* Create written and electronic promotional material to market annual fundraiser tournament

**Habitat for Humanity** Raleigh, NC

*Volunteer May 2014 – May 2016*

* Planned and executed annual fundraiser auction raising $5,575 for organization
* Participated in five home building projects as construction team member

**COMPUTER AND LANGUAGE SKILLS**

*Computer*: Proficient in Microsoft Word, Excel, PowerPoint; Adobe Dreamweaver; WordPress; SPSS; Google AdWords

*Language*:Working knowledge of French (oral and written)