



Pi Sigma Epsilon

MIAMI UNIVERSITY

Earned **\$90,000 +**
income in the
past **3 years**

**Lewis F Gordon Top
Gold Chapter**
12 of the past 18 years

Donated **\$29,000 +**
to the community in the
past **3 years**

National Awards 2016

1st | Top Gold Chapter

1st | Top Chapter Management Team

2nd | Top Marketing and Sales Project

2nd | Top Market Research Project

2nd | Top Recruitment Program

Sustained Excellence Award

Service Projects

Date Auction

Karen Wellington Foundation

- Raised over \$4,000 in online donations, ticket sales, event revenue and donations from 15 Oxford businesses
- Hosted an event attended by 200+ students including international students, athletes, Greek life members and student government officers

TOSS

- Brought together 14 student organizations and 5 local businesses to sponsor a community-wide corn hole event
- Raised nearly \$3,500 to donate to pediatric cancer research

Professional Development

- Welcomed a record number of 25 companies to our Post Career Fair Dinner
- Achieved 100% job placement for 2016 graduates
- Hosted 11 speakers, 7 workshops, 7 luncheons, and 3 career fair events

Revenue Generating Projects

Midwest Cactus

Market Research - Package Design

- Leveraged eye tracking software to develop packaging for Midwest Cactus' product launch
- Showcased packaging at the 2017 Chicago's International Home + Housewares Show

Marathon Petroleum

Market Research - Human Capital

- Performed extensive market research on the recruitment and workplace preferences of the Millennial demographic
- Provided turn-key solutions to maximize effectiveness of on-campus recruiting effort

Express

Marketing Strategy - Social Media

- Crafted an innovative digital campaign to engage Express Instagram audience
- Increased Express's Instagram following by 30,000 users

Luxottica

Data Analytics - SAS

- Conducted trend analysis on Luxottica's 2015 sales and appointment data
- Developed a predictive model using recession analysis currently being implemented at Sears Optics to increase efficiency for consumer's eye exams

Cincinnati Works

Data Analytics - Google Analytics & Google AdWords

- Analyzed digital analytics data to provide insights on increasing market penetration among the impoverished population of

Procter & Gamble

Market Research - Branding & Human Capital

- Executed primary market research strategy to obtain millennial insights on Procter & Gamble's Assessment test
- Obtained perception research on the natural brand movement to discover areas for P&G growth