**Elise Batchev**

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**EDUCATION**

**Master of Science in Marketing, Accelerated Master’s Program,** May 2021

**Bachelor of Science in Commerce and Business Administration**, May 2021

The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL

Major: Marketing

Specialization: Marketing Analytics | Minors: Psychology, Global and Cultural Perspectives

GPA: 4.0/4.0

**RELEVANT COURSEWORK**

**Advanced Marketing Analysis**

* Introduction to marketing research techniques and marketing analytical skills

**Statistical Data Management I and II**

* Collection and management of data using SAS coding language

**Data Mining I and II**

* Exploring and modeling large amounts of data through SAS descriptive and predictive modeling

**Prod Design Marketing Strategy**

* Examination of new product design process and analysis of industry opportunities

**RELEVANT SKILLS**

* SAS, Excel, SPSS, Tableau, SAS Visual Analytics, Text Analytics, Survey Design

**WORK EXPERIENCE**

**Customer Insights Intern,** May 2020 – August 2020

*SAS*, Raleigh, NC

* Headed two marketing projects to promote product insights and business growth
* Conducted text analytics on product insights survey for greater alignment with customer perspectives
* Executed advanced statistical analysis on product cancellation dataset to provide insights on poor performing products
* Consulted with internal personal on business operations related to driving customer insights

**Marketing Research Assistant,** October 2018 – May 2020

*University of Alabama,* Tuscaloosa, AL

* Aided in the research of employee engagement, the sharing economy, and perspective in consumer purchasing
* Designed a marketing research experiment to test perspective purchasing
* Presented research findings at the Undergraduate Research and Creative Activity Conference

**Marketing Intern,** February 2019 – August 2019

*The Artemis Company,* Tuscaloosa, AL

* Conducted marketing research for a jewelry self-defense start-up to help determine future locations
* Forecasted future sales and profit margins using survey data and secondary data
* Strategized effective market plans to best reach the target market

**LEADERSHIP**

**Student Leadership Council**, August 2020 – Present

* Organized student events and facilitated campus-community collaboration

**Teacher’s Assistant**, August 2018 – Present

* Advised professor on the structure of the class and attended to student concerns

**CAMPUS INVOLVMENT**

* American Marketing Association, Manderson Specialized Masters Association, Junior Achievement, LIFT

**HONORS AND SCHOLARSHIPS**

* President’s List (6), Dean’s List (6), Honors College, Presidential Scholarship, Faculty Scholars Program