

# HENRY PRITCHETT

(205) 344-3505 | hwpritchett@crimson.ua.edu | henry-w-pritchett

## Skills/Capabilities/Expertise

- Business Skills: Metaphor Elicitation Research, Marketing Research, Qualtrics Surveys
- Computer Skills: Microsoft Office, Microsoft Excel Solver, Python

## Education

**The University of Alabama**, Tuscaloosa, AL  
May 2021  
Master of Science in Marketing Analytics

**The University of Alabama**, Tuscaloosa, AL,  
May 2020  
Bachelor of Science in Commerce and Business  
Administration, Operations Management &  
Services Marketing  
GPA: 3.36

## Analytical/Research/Project Experience

**Marketing Researcher, The University of Alabama**, Tuscaloosa, AL **June 2020-Present**

- Collecting data from the marketing journals to determine current marketing research trends
- Organized data from marketing journals

**Marketing Consultant, The University of Alabama/Crazy Cazboy's**, Birmingham, AL **Jan 2020-May2020**

- Conducted research on Crazy Cazboy's current and prospective clientele
- Finalized final recommendation to present to staff at Crazy Cazboy's

**Market Research, The University of Alabama**, Tuscaloosa, AL **Aug 2019-Dec 2019**

- Conducted research on locals about coffee shops in Tuscaloosa, AL
- Created final report summarizing all data collected

**Entrepreneur, The University of Alabama**, Tuscaloosa, AL **Sep 2018-Dec 2018**

- Designed a product/service to sell to fulfill a need
- Marketed product to our target customers through social media

**Project Management, The University of Alabama**, Tuscaloosa, AL **Jan 2018- May 2018**

- Strategized with local entrepreneur to optimize business processes
- Researched competitors; specifically their social media presence
- Created a dynamic spreadsheet to track expenses and production

## Work Experience

**Tuscaloosa Golf Academy, Tuscaloosa, AL** **June 2015- Present**  
Instructor

- Leads groups of kids (ages 6-16) to teach golf skills, life lessons, and have fun
- Coordinates with coaches on how to improve based on different age groups
- Conducts relationship management with parents/guardians
- Trains new employees and volunteers

## Honors/Leadership/Activities

- University of Alabama Club Golf Team, Aug 2017-Present
- Society of Operations Management for Students Jan 2019-May 2020
- Dean's List: Fall 2019, Spring 2017