

# KELSEY JACKSON

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## SKILLS & EXPERTISE

- Experience in public speaking with excellent presentation and communication skills
- Experience in aerospace industry (working with engineers), and theme park industry (customer service/hospitality)

## EDUCATION

**The University of Alabama**, Tuscaloosa, AL  
Master of Business Administration, May 2022  
Focused Area of Study: Business Analytics  
GPA: 4.0

**The University of Alabama**, Tuscaloosa, AL  
Bachelor of Science in Marketing, May 2020  
Minors: Sales & Services  
GPA: 4.0 (*Summa Cum Laude*)

## PROJECT EXPERIENCE

### Student Consulting Project for Crazy Cazboys (MKT 477)

Spring 2020

- Completed a semester's worth of research on Crazy Cazboys, a discount retailer out of Birmingham, AL
- Surveyed both current and potential customers, held focus groups, made site visits and conducted extensive research on the discount retail industry
- Drew conclusions and formally presented our recommendations to management to be implemented (recommended a membership program, a loyalty/rewards program, and mobile app)

## WORK EXPERIENCE

### Southwest Airlines, Dallas, TX

May 2020 – August 2020

Internship program cancelled due to COVID-19

### The Boeing Company, Charleston, SC

May 2019 – August 2019

Facilities & Asset Management Intern

- Developed a style guide document for Boeing's Enterprise Food Services team- establishing standards for marketing within the company (implemented enterprise-wide 10/1/2019)
- Engaged with a team of 9 diverse individuals on a Capstone Project and presented the report to site leaders
  - Created and implemented an integrated online communication system to be used by Boeing facilities & maintenance personnel
- Initiated and conducted informational interviews with managers/executives from various business units and attended site tours to gain a more well-rounded perspective of operations

### Aramark, Tuscaloosa, AL

August 2018 – May 2019

Marketing Intern

- Collaborated with management to implement more hands-on approaches designed to increase number of dining plan memberships
- Presented information to customers regarding meal plan structure, monetary value, and overall benefits of eating on-campus

### The Walt Disney Company, Orlando, FL

May 2018 – August 2018

Alumni Intern

- Established more efficient park operations procedures during times of construction and high park capacity
- Communicated with children and families while ensuring safety, courtesy, show, and efficiency throughout the area
- Participated in a Leadership seminar, growing into a more confident, passionate leader

Intern

January 2017 – May 2017

- Engaged and participated in Corporate Analysis Collegiate Course gaining a hands-on overview of Disney as a Fortune 500 Company; studied company's global presence and conducted case studies on various sectors of the company
- Attended a Marketing & Sales Seminar Series to learn about the many ways the company markets their brand

## LEADERSHIP EXPERIENCE

### Culverhouse Ambassadors, Culverhouse College of Business

January 2018 – January 2020

Director of Operations

- Conducted 50+ tours of Culverhouse to prospective students and families selling the business college to each person on tour
- Served as Committee Chair for the financial committee- responsible for maintaining the Culverhouse Ambassador account with the sponsor
- Collaborated with Alumni Relations Department to represent Culverhouse College of Business at board meetings, Hall of Fame, etc.

### Business Honors Program, Culverhouse College of Business/University Honors College

August 2018 – May 2020

Social Chair/Secretary

- Attended presentation-style class sessions twice a week to hear speakers from various companies/organizations and learn about the industry/potential job opportunities
- Actively participated in Legacy Team project group to assist with recruitment, bring in guest speakers and improve student engagement
- Planned and communicated various networking/project events to improve members' professional skills and promote collaboration for mutual advancement/betterment of the community

## HONORS/LEADERSHIP/VOLUNTEER

Group Leader, National Retail Federation Student Conference

Participant, AT&T Sales Competition

Student Facilitator, Capstone Leadership Academy

Pledge Class President, Delta Sigma Pi

Active Alumna, Chi Omega Sorority

Recipient, Elton B. Stephens Scholarship Award

Volunteer Class Leader, Rosedale Retirement Community (LIFT Program)

Volunteer, Tuscaloosa Veterans Affairs Medical Center (LIFT Program)

Volunteer, Collins-Riverside Middle School (Engage Tuscaloosa)

Volunteer, Make-A-Wish Alabama

Volunteer, Boys and Girls Club of West Alabama