First and Last Name

Summary could be lengthened to 3-4 sentences – can show relevant experience from earlier in career, enthusiasm for target industry, and/or highlight your unique value proposition.

510-555-5555 | haas\_student@mba.berkeley.edu | linkedin.com/vanityurlwithnonumbers

# SUMMARY

Over 12 years of strategy and operations consulting experience driving growth and profitability for retail businesses. Experienced with and passionate about leading teams and developing talent.

**EXPERIENCE**

**BIG FOUR CONSULTING, San Francisco, CA** 2011-Present

**Senior Manager, Strategy & Operations (2016-Present)**

* Designed future-state operating model for $9B beauty retailer’s education team to increase its team capacity by 40% and deliver incremental $3M of strategic initiatives; led 45+ stakeholders to develop strategic plan and identify capabilities
* Managed team of Big Four Creative (creative ad agency) colleagues to deliver new customer acquisition campaign for value outdoor retailer that drove 10:1 Return on Advertising Spend
* Served as career counselor for 3 practitioners. Managed performance, due diligence, coaching and feedback
* Mentored 20+ practitioners on personal and professional development, promotion readiness, and career trajectory; Awarded national S&O Leadership Award

Good use of numbers to show scope/scale of work and quantify results.

# Manager, Strategy & Operations (2013-2016)

* Developed long-term growth strategy, facilitated C-suite executive discussions, and identified opportunities to drive $500M+ in incremental revenue for $6B rural lifestyle retailer
* Designed direct-to-consumer merchandising, planning, and allocation processes to enable vertically integrated global apparel and footwear retailer to double its revenue to $12B
* Defined omnichannel vision, conducted capabilities assessment, and developed business case and roadmap for $2B retailer
* Analyzed $2B women’s retailer and its highly competitive and fragmented market to identify where the company plays and inform its strategic planning efforts
* Assessed sales, marketing, and member experience of wellness company with 19 branches and identified to drive member acquisition and increase longevity and engagement

# Senior Consultant, Strategy & Operations (2011-2013)

* Led retail and shipping emerging trends study and last mile competitive analysis for launching electronic parcel for $70B national shipping company
* Developed $3B regional department store’s omnichannel roadmap, business case, and governance processes to enhance its customer experience and support growth efforts

**BIG TECH COMPANY,** San Francisco, CA Summer 2010

**Intern, Supplier Social Responsibility**

* Designed multi-variable risk assessment tool to evaluate Big Tech Company’s suppliers in areas such as environment, human rights and labor, and health and safety risk; Received full-time offer

**BIG FOUR CONSULTING,** New York, NY 2006-2009

**Consultant, Strategy and Operations**

* Developed business and leadership skills through cross-functional and cross-industry client exposure as part of rotational program; Received distinctive rating 3 consecutive years
* Led 65+ Business Analyst community, managing 8 committees across recruiting, retention, and training and development

# EDUCATION

# UNIVERSITY OF CALIFORNIA AT BERKELEY, Berkeley, CA (2009-2011)

* Master of Business Administration. Emphasis in Corporate Social Responsibility (CSR)
* Global Social Venture Competition Conference Co-Lead, CSR Graduate School Instructor

Shows enthusiasm for target industry.

# NEW YORK UNIVERSITY, New York, NY (2002-2006)

* Bachelor of Arts in Economics, Summa Cum Laude, Dean’s List
* Studied abroad at University of Barcelona, Spain

# ADDITIONAL

* Interests: Running (completed 2 marathons), vinyasa yoga, listening to tech podcasts and reading tech blogs
* Civic: Homeless Prenatal Program Volunteer