

EDUCATION

W. P. Carey School of Business, Arizona State University , Tempe, AZ Master of Business Administration, Business Analytics and Marketing; GPA: 4.0	2017 - 2019
University of Utah , SLC, UT Bachelor of Arts, International Studies, Emphasis in Global Health; GPA: 4.0 Minor in Spanish	2012 - 2015
Universidad de Oviedo, Spain Spanish Language and Literature; GPA: 4.0	Fall 2014

PROFESSIONAL QUALIFICATIONS

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| • Market Research | • Brand Strategy | • Marketing Communications |
| • Customer Targeting Strategy | • Graphic Design | • Digital Marketing |
| • Journey Mapping | • New Program Development | • Curriculum Development |

PROFESSIONAL EXPERIENCE

Becton Dickinson , Tempe, AZ Marketing and Product Management Intern	2018 - present
<ul style="list-style-type: none">• Conceive, manage, and implement a customer targeting strategy for the implantable port franchise; proactively work cross-functionally with supply chain, finance, regulatory, clinical affairs and sales to creatively drive market share growth• Drive commercialization strategy for a newly acquired product innovation; integrate branding into corporate product portfolio• Develop clinical and economic collateral utilized to protect high ASP during purchasing organization negotiations• End-to-end management of a large market research project: developed screener, interview guide, and moderated 22 in-depth interviews with surgeons, including quantitative study with 51 physicians to build customer personas and journey map• Created framework for organizing qualitative and quantitative data; presented final recommendations to senior management	
Megan Skye Photography , Tempe, AZ Owner / Photographer	2013 - present
<ul style="list-style-type: none">• Manage P&L for a successful wedding, portrait and event photography business; resulting in 300% increase in business over 3 years, with 80% of customers referred by word of mouth• Develop and design a professional website portfolio and blog: www.meganskye.com	
Youthline , Salt Lake City, UT Communications Director , 2015 – 2017	2015 - 2017
<ul style="list-style-type: none">• Expanded Youthline programming by 30% in one year through innovative leadership and teamwork with staff and volunteers; organized and delivered 400+ presentations across the state with consistent and effective messaging• Hired, trained and managed 5 paid marketing interns; coached through obstacles and boosted brand reach• Developed and improved marketing strategies for email, print, and social media; trained staff and volunteers on messaging• Designed annual reports, logos, invitations, and videos with Adobe InDesign, Illustrator, Photoshop, & Final Cut Pro X• Connected large donors and volunteers; improved donor retention and stewardship through consistent gratitude• Created revenue-generating Global Community Leadership program in collaboration with Executive Director, developed upper-division college curriculum, and co-led a class of 25 students traveling to Cambodia in May 2017	
Assistant Program Director , 2015 - 2017	
<ul style="list-style-type: none">• Managed and supervised 10 interns, 150 volunteers and over 400 teen refugees at 12 after-school program sites• Generated and implemented ESL-friendly, teen-appropriate financial literacy, STEM, and nutrition curriculum which contributed to 100% program growth over two years	

PROFESSIONAL DEVELOPMENT

• Vice President of W. P. Carey GPO Strategic Marketing Association	2018 - present
• Student Investment Management Fund – Managing \$800K endowment with cross-functional team	2018 – present
• Forté Foundation MBA Fellow	2017 - present
• RESULTS Group Leader – Lobbying for bipartisan legislation to end extreme poverty	2013 - present
• Community Development Volunteer in Peru, Kenya, Colombia and Cambodia	2012 - 2017
• Utah Young Humanitarian presented by Dolores Dore Eccles Foundation	2013