

Business Analyst

Brenda Fields

Professional summary

Dynamic and motivated MBA candidate with a strong background in business management and strategic planning. Proven ability to analyze complex business problems and develop effective solutions. Seeking to leverage skills in finance, marketing, and operations to contribute to a forward-thinking organization.

Experience

Marketing Intern

June 2023 - August 2023

Procter & Gamble / United States, Cincinnati, OH

- Assisted in developing and executing digital marketing campaigns for well-known consumer products, increasing online engagement by 25%.
- Conducted market research and competitor analysis to inform strategic decision-making.
- Collaborated with the marketing team to create promotional materials for product launches.

Business Analyst Intern

January 2023 - May 2023

Deloitte Consulting / United States, Chicago, IL

- Analyzed business processes for clients in the retail sector, identifying opportunities for efficiency improvements.
- Created detailed reports and presentations to communicate findings and recommendations to stakeholders.
- Participated in client meetings, gaining insights into client needs and project scope.

Leadership Experience

President, Graduate Business Association, University of Illinois, September 2023 – Present

- Lead a team of 10 members to organize networking events and professional development workshops for MBA students.

Team Leader, Case Competition, University of Illinois, March 2024

- Directed a team of five in developing a comprehensive business strategy for a hypothetical startup, earning first place among competitors.
- Presented findings to a panel of judges, showcasing strong analytical and presentation skills.

(652) 555-4567

brenda.fields@gmail.com

United States, Kampsville, IL

Education

Master of Business Administration (MBA)

2023 - Now

University of Illinois at Urbana-Champaign
United States

- Concentration: Marketing
- Relevant Coursework: Financial Management, Strategic Marketing, Business Analytics, Organizational Behavior

Bachelor of Science in Business Administration

2019 - 2023

Illinois College
United States, Jacksonville, IL

- Major: Business Administration
- Honors: Cum Laude, Dean's List (2021-2023)

Skills

Microsoft Office Suite (Excel, PowerPoint, Word), Google Analytics, Tableau, SPSS



Leadership, Team Collaboration, Analytical Thinking, Problem Solving, Time Management



English (native), Spanish (conversational)

