

# BENJAMIN L. KVISLER

@blkvisler • www.benkvisler.com  
Los Angeles, CA

## EDUCATION

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**Boston University Questrom School of Business**; Boston, MA May 2015  
B.S. in Business Administration and Management; Cum Laude; Dean's List for 4 Semesters; GPA 3.52  
Dual Concentration in Marketing and Management Information Systems

## SELECTED EXPERIENCE

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**Epic Systems Corporation**; Madison, WI July 2015 – November 2016

**Project Manager / Implementation Consultant**

- Translated business workflows into Epic software build and facilitated workflow standardization decisions across five-hospital organization in 15 functional areas by working with operational stakeholders and analysts
- Guided customer team of 5 through system certification, customization, and testing during 12-month install
- Implemented change control policies and timelines, then successfully executed and validated data migration
- Developed report to help new customers prioritize correction of claim errors that prevented proper billing
- Traveled to 9 other customers to support hospital billing go-lives, end-user guidance, and other Epic staff

**Sikorsky Aircraft Corporation**; Trumbull, CT June 2014 – August 2014

**Global Commercial Sales and Support Intern**

- Composed 8 recommendations for executive Sikorsky leadership to expand helicopter sales and after-sale support in Africa through analyses of current regional operations, competitor data, and customer needs
- Improved customer buying experience of aftermarket parts after creating a sales process flow diagram to identify bottlenecks, then provided an actionable recommendation to create product bundles to simplify sales
- Produced a sales team dashboard in Salesforce to monitor and improve contract delivery performance

**Educate Direct**; London, UK February 2014 – April 2014

**Marketing Intern**

- Drafted and edited copy of 12 customer email campaigns to solicit sales of online job advertisement space
- Designed a customer's website, 15 email headers, and 10 promotional adverts using Adobe Creative Suite
- Curated a list of over 400 sales contacts and started sales calls leading to multiple potential deals

**AMP Agency**; Boston, MA June 2013 – August 2013

**Advertising Account Management Intern**

- Profiled Hasbro competitors and reported on their advertising activity to aid in Hasbro differentiation efforts
- Recommended over 10 executable advertising and product launch campaigns for Hasbro toys
- Analyzed 3 months of competitor social media data to identify trends and formulate best practices for client
- Developed campaign with team of 9 to celebrate Maybelline New York's 100<sup>th</sup> anniversary and position it as the future of the beauty industry after conducting primary research

**Stacked Sandwich**; Arcadia, CA June 2012 – August 2012

**Marketing Intern**

- Increased sales volume an estimated 3% by engaging customers daily via social media and in-store promos
- Managed creation and implementation of Facebook, Twitter, and Google ads which garnered 224,566 Facebook impressions and increased weekly total reach to 8,065 people from nothing

## ACTIVITIES

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**Boston University Open Web**: VP of Marketing, 2014 – 2015; Web Design Lead, 2014 – 2015

- Managed design aspects of web development for nonprofit clients and promotional efforts for the club
- Led marketing for and participated in Boston University's 2<sup>nd</sup> Annual Hackathon which attracted 140 attendees

**Boston University AdClub**: Account Executive, September 2014 – May 2015

- Led team of 3 to define marketing strategy and create advertising campaigns for Boston area nonprofits

**Alpha Kappa Psi, Business Fraternity**: Consulting Associate, Spring 2012; Marketing Director, 2013

- Led team of 9 to revamp recruitment process which increased application submissions by 61% to 113

**Microsoft SkyDrive**: Brand Ambassador, March 2013 – May 2013

- Increased awareness and usage of SkyDrive to over 550 students by engaging them daily, demoing the product, launching bespoke promotional advertisements, and co-hosting an event with the university

## SKILLS AND INTERESTS

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**Computer**: Certified in AdWords; Proficient with HTML, CSS, Python, MS Office Suite, Project, Access, Photoshop; Basic with Java, JavaScript, SQL, Salesforce, Illustrator, InDesign, SPSS Statistics, GitHub

**Interests**: Photography, Climbing, Biking, Food, Graphic Design, Travel, Tech, Startup Culture