

BENJAMIN L. KVISLER

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Madison, WI 53703

EDUCATION

Boston University Questrom School of Business; Boston, MA May 2015
B.S. in Business Administration and Management; GPA 3.52
Dual Concentration in Marketing and Management Information Systems

SELECTED EXPERIENCE

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 leaders and analysts
- Guided customer team of 5 through system training, 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 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 100th 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

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 2nd 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

Computer: Proficient with HTML, CSS, SQL, Python, MS Word, Excel, PowerPoint, Project, Access, Photoshop; Basic with Java, JavaScript, Salesforce, Illustrator, InDesign, SPSS Statistics, GitHub

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