

ROSE HERSEY

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600 West Main Street Charlottesville, VA 22903

EDUCATION

University of Virginia, College of Arts and Sciences, 2018–2022

Bachelor of Arts in Government

University of Virginia, McIntire School of Commerce, *Expected Graduation: June 2023*

Master of Commerce

Charlottesville, Va

INTERNSHIPS AND WORK EXPERIENCE

Inglenook Studio, May 2021–August 2021

Studio Manager and Marketing Intern

Charlottesville, Va

- Developed and implemented marketing strategies | Identified and managed key partnerships | Ran three social media accounts | Offered customer solutions | Tracked sales

Trinity Irish Pub/Coupes, May 2021–May 2022

Bartender

Charlottesville, Va

- Served customers | Promoted events

Whiskey and Oyster, May 2019–August 2019

Hostess/Barback

Alexandria, Va

- Welcomed guests | Coordinated restaurant week events | Supported bar-staff

T.C. William's School Store, Fall 2016–Spring 2018

Retail Manager

Alexandria, VA

- Managed inventory | Consulted vendors | Created merchandise orders | Organized promotional campaigns

RELEVANT COURSEWORK AND PROJECTS

Financial Management, Fall 2022

Charlottesville, Va

Financial Accounting, Fall 2022

Charlottesville, Va

Global Strategy and Systems, Fall 2022

Charlottesville, Va

- **DoorDash Strategic Analysis:** Identified factors constraining profitability | Developed solutions to achieve a competitive advantage | Created models to support recommendations |

Strategic Cost Management, Fall 2022

Charlottesville, Va

- **CVP Case Analysis:** Conducted a CVP analysis to determine optimal cost structures | Calculated indifference points | Performed break even analysis | Provided recommendations |

EXTRACURRICULARS AND VOLUNTEER EXPERIENCE

Charlottesville Half Marathon, 2020–2021

Charlottesville, Va

- Trained for and ran the Charlottesville Half Marathon in 2020 and 2021

Kappa Kappa Gamma, January 2019–Present

Charlottesville, Va

Member of the Epsilon Sigma chapter of Kappa Kappa Gamma at the University of Virginia

- Standards board officer | Enforced member rules | Conducted hearings |

Eye to Eye, Fall 2019–Spring 2020

Charlottesville, Va

Volunteer/Mentor

- Developed relationships with mentees | Led activities to empower children with learning disabilities | Directed conversations about disability awareness |

CERTIFICATIONS AND TECHNICAL SKILLS

Certificates

- **Python**, statistical analysis and programming
- **R**, statistical analysis and data visualization

Technical Skills

- **Tableau**, data analysis and visualization
- **Excel**
- **BPMN & Visio**, business process modeling
- **SQL**, Big Query
- **SaaS**, analytics