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## EDUCATION

### **Texas A&M University**

Bachelor of Business Administration in Marketing  
Certificate in Retailing  
Major GPA 3.0

Graduated May 2011

## WORK EXPERIENCE

### **12<sup>th</sup> Man Foundation**, College Station, Texas

#### *Donor Call Center Associate Manager*

August 2008-May 2011

- Assisted with affluent donor relations at all Aggie sporting events, electronically, and via telephone
- Worked with multiple databases of over 7,000 donors to sell and allocate season tickets
- Created fun and effective training video for approximately 75 new employees

#### *Caller*

June 2008-July 2008

- Sold various season ticket packages through cold calling

### **Skin Care Logic**, Allen, Texas

#### *Social Media and Marketing Intern*

May 2010-August 2010

- Increased traffic to website by 25%
- Converted 20 new online customers through Jane Iredale promotion
- Helped increase revenue for 'Back to School' special by 60% from last year
- Increased Twitter followers by 40%

## ACADEMIC EXPERIENCE

### **Stanley Marcus Retail Competition**

Spring 2011

- Assisted a local retailer in identifying patterns of competitive behavior through competitive, internal, and consumer analysis
- Provided retailer with strategic and implementable responses to competitors within a \$5000 budget

### **Google Online AdWords Challenge**

Spring 2011

- Created effective AdWords campaign for a company with previously very little online presence
- Resulted in 231 clicks and 224,317 impressions in 21 day time period

## LEADERSHIP

### **Student Retailing Association**, Texas A&M University

#### *Vice President of Internal Affairs*

August 2010-May 2011

- Responsible for all records of membership and attendance
- Coordinated philanthropic and professional events between Mays Business School and SRA members

### **Fashion Week Bryan/College Station**

#### *Associate, Social Media Relations*

September 2010

- Worked on a team of 8 to coordinate all aspects of Fashion Week which grossed over \$40,000 in the inaugural year
- Maintained all social media accounts and contributed to official website