

EDUCATION

THE UNIVERSITY OF NORTH CAROLINA KENAN-FLAGLER BUSINESS SCHOOL

Chapel Hill, NC

Master of Business Administration, expected May 2010.

Double concentration: Entrepreneurship; Customer & Product Management.

Chair, Admissions Advisory Board; Vice President, Carolina Entrepreneurial Fellows (CEF).

CORNELL UNIVERSITY

Ithaca, NY

Bachelor of Arts in History, College of Arts & Sciences, May 2004. GPA: 3.57.

Intern at *The New York Times* and WNBC, News Channel 4 New York.

Recipient, Cornell Baccalaureate Service Award; Managing Editor, News Editor, Reporter, *The Cornell Daily Sun*; President, Mortar Board Honor Society; Board Member, Arts & Sciences Admissions Ambassadors; Rush & Philanthropy Chair, Alpha Delta Phi fraternity.

EXPERIENCE

NC IDEA

Durham, NC

Non-profit arm of venture capital firm Idea Fund Partners; provides seed-stage financing, through semi-annual grants, to young, high-growth, technology companies in North Carolina.

2009-2010

Young Entrepreneur in Residence (YEiR). As part of yearlong internship, analyzed over 100 business plans, conducted due diligence and performed market analysis of grant applicants. Subsequently, served as consultant to two grant recipients.

- Performed competitive analysis and developed several monetization, pricing and marketing strategies for StatSheet.com, an online provider of sports statistics.
- Assessed various market opportunities for Green Cooling, a water-cooling technology.

REVOLUTION HEALTH

Washington, DC

Online start-up, founded by Steve Case and acquired in 2008 in a deal valued at \$300 million.

2007

Center Manager, RevolutionHealth.com. Responsible for all content development, daily programming, marketing and strategic direction of Web site's weight management channel.

- Drove 600% growth in unique visitor traffic to channel, making weight management one of the fastest growing and second most popular healthy living categories on the Web site.
- Developed weight-loss drug promotional sales package that generated more revenue in Web site's online store than any other product to date.

2006-2007

Producer, RevolutionHealth.com. Performed market analysis and shaped editorial strategy of men's health channel in order to achieve aggressive revenue and traffic goals.

2006

Assistant News Editor, RevolutionHealth.com. As one of company's first twenty hires, performed a variety of roles – including reporter, recruiter and project manager – all focused on developing the core content, tool and community foundation of Web site.

COLLEGE PROWLER

Pittsburgh, PA

Start-up publisher of college guidebooks launched in 2002; today, a market leader in category.

2004-2006

Author, *Untangling the Ivy League*. Developed, researched and wrote industry's first 565-page Ivy League admissions guidebook; College Prowler's first nationally-distributed book.

- Started project as an undergraduate independent study at Cornell; led team of two-dozen research assistants from across eight Ivies to profile each school extensively.
- Consulted publisher on price point, cover design, layout and retail distribution strategy.
- Developed innovative marketing campaign, that with no funding, generated significant media coverage and spurred the sale of over 5,000 copies of the book (as of spring 2008).

THE NEW YORK TIMES, PEOPLE Magazine, THE WASHINGTON POST

Washington, DC

Part-time Freelance Reporter. Filed articles on a variety of topics, from congressional legislation and college internships to Britney Spears' divorce and hotdog vending machines.

2004-2008

- Stories have been cited in an intro journalism textbook, *Storycrafting: A Process Approach to Writing News*, and the *New York Times*' reference, *Practical Guide to Practically Everything*.

ADDITIONAL DATA

Treasurer, Cornell Star & Crescent Foundation; Active member of the Cornell Alumni Admissions Ambassador Network; Traveled around the world in 80 days in 2008.