

# JANE DANIELS

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## EDUCATION

**University of Denver, Denver, CO**

**mo/yr – Present**

M.B.A Candidate 2012. Concentration in Marketing, 3.99 G.P.A.

*Relevant Courses:* Brand Management, International Marketing, Competitive Marketing Strategies

*Relevant Activities:* Executive Mentor Program Participant, City Trek to San Francisco

B.S.B.A. – Marketing, 3.7 G.P.A.

**mo/yr – mo/yr**

*Relevant Courses:* Public Policy and Business, Personal Selling, Public Relations

## EXPERIENCE

**Johnson & Johnson Lifescan, Denver, CO**

**mo/yr – Present**

Marketing Intern, Consumer Marketing

- Developing strategy and key recommendations to grow diabetes category by increasing frequency by which consumers test blood glucose
- Identified opportunity to increase tests/day by .02 resulting in \$4 million increase in revenue, 0.54% category growth
- Manage core team of 7 LifeScan and advertising agency employees through comprehensive market and clinical research efforts aimed at understanding consumer perspective and relevant scientific data
- Perform analysis on primary and secondary data assessing current levels of test frequency, consumer trends, category growth, market share and competitive activity in sub-segments of Diabetes population
- Provided LifeScan with analysis and interpretation, which assisted in critical decision-making efforts
- Identified opportunity and developed strategy to forge key relationship with major partner that developed integrated marketing campaign leveraging test frequency and Diabetic drugs. Partnership will provide consumers with more comprehensive care and will provide LifeScan with broader reach to Diabetes population

**The Discovery Channel, Silver Spring, MD**

**mo/yr-mo/yr**

Marketing Intern

- Spearheaded comprehensive competitor analysis that tracked marketing trends
- Presented upcoming quarter competitor activity and recommended process improvements to Marketing, Programming and Research
- Managed “Shark Week” sweepstakes from development to implementation, creating firm strategy which drove ratings and revenue through promotion and supervising its execution
- Researched and recommended potential corporate licensing partners for upcoming special “Animal Games” basing proposals on partner company positioning and potential collaboration synergies
- Initiated marketing strategy and developed creative brief for network’s upcoming special on D-Day after researching potential consumer market interest in genre
- Demonstrated leadership and interpersonal skills by effectively communicating and leading team of 4

## LEADERSHIP ACTIVITIES

Member, Mu Kappa Tau (Present)

## SKILLS

**Computer:** Proficient in *Excel, PowerPoint and Word*

**Languages:** *Korean (fluent)*