

Lindsay Foreman

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Education

Texas A&M University, Mays Business School, College Station, Texas
Master of Science in Marketing, 3.485 GPR

December 2009

Texas A&M University, College Station, Texas

August 2008

Bachelor of Business Administration-Marketing, Certificate in International Business, 3.3 GPR

Experience

OfficeMax, Naperville, Illinois

August 2009 – December 2009

Student Consultant

- Organized a mobile marketing plan that fit the organizations' target market and current goals
- Contacted over 20 mobile marketing vendors to assess their potential fit for the brand
- Researched the mobile marketing space, conducting a state of technology review to support the recommendations
- Shot and edited a two-minute promotion video to send to the client prior to the presentation

7-Eleven, Dallas, Texas

May 2009–August 2009

Market Research Intern

- Conducted secondary research to support the marketing and merchandising departments
- Collected primary research from store employees and managers throughout the United States

7-Eleven, Dallas, Texas

January 2009–May 2009

Student Consultant

- Explored expanding 7-Eleven's product offering to include video games and accessories
- Conducted secondary and primary research to measure opinions of the proposed target market
- Recommended course of action and presented to category managers at 7-Eleven

Texas A&M Marketing Department Study Abroad, College Station, Texas

July 2008–May 2009

Graduate Assistant

- Developed promotional posters, slideshows, bulletin boards, handouts, and maintained Europe Study Abroad website
- Coordinated and planned student orientation meetings and travel arrangements for 76 students

Capgemini Energy, Dallas, Texas

June 2007–August 2007

Intern, Supply Chain Services

- Processed governance requests between TXU and Capgemini Energy

Capgemini Energy, Dallas, Texas

June 2006–August 2006

Asset Management Team

- Planned state-wide inventory of all TXU and Capgemini Energy IT assets
- Collaborated and met with managers at each location while arranging travel plans for the team
- Completed the IT audit at only 50% of the cost of the previous inventory

Leadership

Percussion Studio-A student run, student funded percussion performance group

August 2007–May 2008

Vice President

- Promoted performances through campus and the community through one-on-one interactions, local news, and advertisements
- Led weekly ensemble rehearsals, booked and set up performances
- Planned show and logistics involving 40 performers and over 500 audience members

Skills, Interests & Memberships

- Music, Percussion, and Dance