

**JENNIFER R. RANGEL**  
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<b>EDUCATION</b>	<b>UNIVERSITY OF MICHIGAN</b> <b>Stephen M. Ross School of Business</b> Master of Business Administration, May 2010 <ul style="list-style-type: none"><li>• Emphases in Strategy and Entrepreneurial Studies</li><li>• Elected: 2009 VP of Marketing &amp; Communications, High Tech Club</li><li>• Appointed: Project Leader, Community Consulting (Business Development)</li><li>• Member: Media &amp; Entertainment, Marketing, and Women in Business Student Clubs</li></ul>	<b>Ann Arbor, MI</b>
	<b>KNOX COLLEGE</b> Bachelor of Arts in Biology, June 2000 <ul style="list-style-type: none"><li>• Cumulative GPA: 3.35/4.00; Five-time Dean's List Award Recipient</li><li>• Member, Mortar Board National College Senior Honor Society</li></ul>	<b>Galesburg, IL</b>
<b>EXPERIENCE</b> <b>Summer 2009</b>	<b>LIFETIME NETWORKS AFFILIATE DISTRIBUTION</b> <b>Business Development Intern</b> <ul style="list-style-type: none"><li>• Performed strategic analysis of 10 key cable, satellite and telecom accounts for Lifetime Movie Network, highlighting over \$2.2B of potential business</li><li>• Co-developed sales pitch and channel placement analysis for Lifetime Movie Network within LA Hispanic market, highlighting \$55K in potential incremental revenue</li><li>• Conducted competitive analysis of 100 cable networks for ad sales, quantifying Lifetime's value proposition to key operators and local advertisers</li><li>• Led brainstorming sessions with affiliate marketing to enhance online navigation and web analytics for affiliate website</li></ul>	<b>Los Angeles, CA</b>
<b>M.A.P. 2009</b>	<b>AMERICAN EXPRESS INTERACTIVE</b> <b>Multi-Disciplinary Action Project Consultant</b> <ul style="list-style-type: none"><li>• Delivered social media best practices and customer servicing model to over 70 American Express executives, providing an innovative approach to build their business</li></ul>	<b>New York, NY</b>
<b>2003-2008</b> <b>Part-time</b>	<b>CHICAGO RAINBOW (GRASSROOTS ORGANIZATION)</b> <b>Online Community Organizer</b> <ul style="list-style-type: none"><li>• Developed online community framework and operational protocol used to launch a private social network targeted to a female audience</li></ul>	<b>Chicago, IL</b>
<b>2005-2008</b>	<b>WW GRAINGER, INC. INDUSTRIAL SUPPLY DIVISION</b> <b>Software Solutions Analyst</b> <ul style="list-style-type: none"><li>• Selected by management as one of 15 engineers for IT strategy team responsible for strategic adoption and integration of new technologies</li><li>• Led team of three engineers in software implementation and IT change management, ensuring on-time delivery and increased customer satisfaction</li></ul>	<b>Niles, IL</b>
<b>2000-2005</b>	<b>WW GRAINGER, INC. REPAIR PARTS DIVISION</b> <b>Business Systems Analyst, 2004-2005</b> <ul style="list-style-type: none"><li>• Pioneered installation of java-based technology solution, including product research, capital budget planning, system design and cross-functional task coordination</li></ul> <b>System Administrator, 2001-2004</b> <ul style="list-style-type: none"><li>• Managed complex technical projects and daily operations for two remote data centers, servicing over 300 call center employees</li></ul> <b>IT Help Desk Representative, 2000-2001</b> <ul style="list-style-type: none"><li>• Provided desktop technical support for 300 employees across two call centers, improving first call resolution and enhanced customer satisfaction</li></ul>	<b>Northbrook, IL</b>
<b>ADDITIONAL</b>	<ul style="list-style-type: none"><li>• Talent Wrangler and Volunteer, 2009 Los Angeles Outfest Film Festival</li><li>• Management Leadership for Tomorrow MBA Preparatory Ambassador; Consortium for the Graduate Study of Management Member</li></ul>	