

# Andrew Donsbach

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## EDUCATION

<b>Master of Business Administration</b> – <i>Baylor University; Waco, Texas</i>	<b>December 2017</b>
• Concentration in Marketing; 3.83 GPA, GMAT 670	
<b>Bachelor of Science; Business, Marketing</b> – <i>Eastern Illinois University; Charleston, Illinois</i>	<b>May 2016</b>
• Summa Cum Laude; 3.98 GPA	

## RESEARCH EXPERIENCE

<b>Undergraduate Research Assistant</b> - <i>Eastern Illinois University</i>	<b>2014 - 2016</b>
• Assistant to Dr. David Boggs and Dr. Marko Grunhagen • Conducted secondary research and source prep for various business research studies	

## TEACHING EXPERIENCE

<b>Student Tutor</b> - <i>Eastern Illinois University</i>	<b>2013 - 2016</b>
• Tutored for business courses, including Consumer Behavior, Statistics, and International Business • Collaborated quarterly with professors to develop comprehensive study materials for coursework	

## HONORS AND AWARDS

<b>Outstanding MBA Graduate</b> ; <i>Hankamer School of Business, Baylor University</i>	<b>2017</b>
<i>Awarded to the top MBA graduate based on academic success and leadership contributions to the Baylor MBA program, as voted on by the core MBA faculty.</i>	
<b>Dean Giffin Award</b> ; <i>Lumpkin College of Business, Eastern Illinois University</i>	<b>2016</b>
<i>Presented annually to a graduating senior who, by reason of scholarship, experience, character, and service to the University, gives promise of a life of distinguished service and leadership. The Dean Giffin Award is considered the highest award in the School of Business.</i>	
<b>Marketing Excellence Award</b> ; <i>Lumpkin College of Business, Eastern Illinois University</i>	<b>2016</b>
<i>Awarded to the top marketing student in the Lumpkin College of Business based on academic success, campus involvement and promise of professional success.</i>	
<b>Management Excellence Award</b> ; <i>Lumpkin College of Business, Eastern Illinois University</i>	<b>2015</b>
<i>Given to the top management student in the Lumpkin College of Business based on academic success, campus involvement and promise of professional success.</i>	
<b>Admitted to Beta Gamma Sigma Honor Society</b>	<b>2014</b>
<b>Promising Business Scholar</b> ; <i>Lumpkin College of Business, Eastern Illinois University</i>	<b>2014</b>
<i>Awarded to students based on academic achievement in a business discipline, involvement in extracurricular activities and significant contributions to the Lumpkin College of Business.</i>	
<b>Presidential Scholar</b> , <i>Eastern Illinois University</i>	<b>2012 - 2016</b>
<i>The most prestigious of Honors College scholarships, EIU Presidential Scholars receive full-tuition waivers for four years based on intellectual rigor, visionary leadership, curiosity, and grit.</i>	

## INDUSTRY EXPERIENCE

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**USAA; San Antonio / Austin, TX** 2017 – Present

**Development (Technical) Product Owner – Member (Consumer) Insights** December 2017 - Present

- Partnered with Analysts across all USAA lines of business to collect, analyze, and action feedback from 10+ consumer surveys to deliver well-informed business improvements driven by in-depth data and insights.
- Managed various research projects – across multiple teams – of a \$5+ million portfolio, prioritizing technical development work in agile backlogs to ensure delivery of primary research products to various business partners.

**MBA Intern – Member (Consumer) Insights** May 2017 – August 2017

- Conducted primary research to perform a gap analysis for the Member Insights organization, using insights to create a new vendor identification and onboarding process to eliminate waste and improve vendor relationship efficiency.
- Organized, analyzed, and distributed B2B and B2C data to report satisfaction from both partners and consumers, leading to a presentation of recommendations for marketing process improvement to executive management.

**Baylor University; Waco, TX** August 2016 - December 2017

**Marketing Graduate Assistant**

- Developed digital marketing strategies and original creative content for both Campus Recreation and the Office of Career Management
- Managed university relationships with corporate partners to maximize job placement for Baylor students

**Maddison Avenue Candle Company; Charleston, IL** August 2014 – July 2016

**Marketing Manager**

- Analyzed customer profiles to identify the “ideal” customer for our products, resulting in leads to prospect and sales growth of 15% for an online, ecommerce start-up.
- Managed customer accounts for 30% of the company, building long-term relationships and generating over \$150,000 in repeat business annually.

## PROFESSIONAL MEMBERSHIPS

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**Beta Gamma Sigma Honor Society, Member**

**Scaled Agile Framework, Certified SAFe Product Owner/Product Manager**

## COMMUNITY SERVICE & EXTRA-CURRICULAR ACTIVITIES

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**Community Service**

**Youth Softball Coach - RBI Austin** 2019

*RBI Austin is an organization committed to engaging and developing inner-city Austin youth athletically, academically, and spiritually, empowering them to lead the transformation of their communities.*

**Business Plan Advisor - Prison Entrepreneurship Program (PEP)** 2016 - 2017

*Mentored inmates on business plan proposals. PEP exists to transform inmates and executives by unlocking potential through entrepreneurial passion, education and mentoring.*

**Co-Founder - EIU Holiday Hustle** 2012 - 2016

*Co-founded an annual 5K race to benefit a local organization committed to helping families in need during the holiday season, raising over \$11,000 in four years.*

**Extra-Curricular Activities**

***Hankamer School of Business - Baylor University***

**2016 - 2017**

Graduate Business Association, President

Adam Smith Society, President

***Lumpkin College of Business - Eastern Illinois University***

**2012 - 2016**

EIU Entrepreneurship Club, President

American Marketing Association, Student Member

Phi Beta Lambda, Marketing Chair