

Andrew Donsbach

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EDUCATION

- Master of Business Administration** – *Baylor University; Waco, Texas* **December 2017**
- Concentration in Marketing; 3.83 GPA, GMAT 670
- Bachelor of Science; Business, Marketing** – *Eastern Illinois University; Charleston, Illinois* **May 2016**
- Summa Cum Laude; 3.98 GPA

RESEARCH EXPERIENCE

- Undergraduate Research Assistant - Eastern Illinois University** **2014 - 2016**
- Assistant to Dr. David Boggs and Dr. Marko Grunhagen
 - Conducted secondary research and source prep for various business research studies

TEACHING EXPERIENCE

- Student Tutor - Eastern Illinois University** **2013 - 2016**
- 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

- Outstanding MBA Graduate; Hankamer School of Business, Baylor University** **2017**
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.
- Dean Giffin Award; Lumpkin College of Business, Eastern Illinois University** **2016**
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.
- Marketing Excellence Award; Lumpkin College of Business, Eastern Illinois University** **2016**
Awarded to the top marketing student in the Lumpkin College of Business based on academic success, campus involvement and promise of professional success.
- Management Excellence Award; Lumpkin College of Business, Eastern Illinois University** **2015**
Given to the top management student in the Lumpkin College of Business based on academic success, campus involvement and promise of professional success.
- Admitted to Beta Gamma Sigma Honor Society** **2014**
- Promising Business Scholar; Lumpkin College of Business, Eastern Illinois University** **2014**
Awarded to students based on academic achievement in a business discipline, involvement in extracurricular activities and significant contributions to the Lumpkin College of Business.
- Presidential Scholar, Eastern Illinois University** **2012 - 2016**
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.

INDUSTRY EXPERIENCE

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

Beta Gamma Sigma Honor Society, Member

Scaled Agile Framework, Certified SAFe Product Owner/Product Manager

COMMUNITY SERVICE & EXTRA-CURRICULAR ACTIVITIES

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