

Related and Unrelated Experience

General Business

ELIZABETH J. SIMPSON

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CAMPUS ADDRESS

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PERMANENT ADDRESS

143 Oak Street
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EDUCATION

Cornell University, Ithaca, NY
Bachelor of Science, May 2012
Applied Economics and Management Major
Business Management and Marketing Concentration
GPA: 3.32

University of London, London, England
2009-2010 Junior Year Abroad, Economics Courses

HONORS/ AWARDS

Dean's List • Cornell Tradition Fellowship • Eastman-Rice Persuasive Speaking Competition, Second Place • Service Merchandise Business Scholarship

RELEVANT EXPERIENCE

Management Assistant Summers 2010, 2011
Pine Bush Eye Associates, Pine Bush, NY
Implemented computerized accounting and recall systems for optometric practice, increasing accounts receivable by \$9,000 and appointment recall by 30%. Created computer and specialty software user's manual. Trained and supervised staff in computer usage. Suggested troubleshooting methods, saving practice 10 staff-hours and \$100 in materials monthly. Calculated prospective insurance co-payment schedules.

International Market Research Assistant January-June 2011
Fuglers Advertising & Marketing, London, England
Conducted online and telephone research to identify new international business prospects. Identified 15 German-based companies that could save 35% in advertising costs by dealing with Fuglers. Created prospective client database for company to target.

ADDITIONAL EXPERIENCE

Teaching Assistant, Business & Professional Speaking Spring 2012
Department of Communication, Cornell University, Ithaca, NY
Researched business-related topics and lectured to class of 100+ students. Demonstrated persuasive business communication. Evaluated student speeches; provided constructive criticism. Assisted in writing examinations. Graded outlines, self-evaluations, papers, and examinations.

Demographics Intern September-December 2011
TGE Demographics, Ithaca, NY
Designed and presented demographic mapping software demonstrations for New York State Geographic Information Systems (GIS) Conference. Researched customer income and spending, identifying high-growth markets for clients. Used commercial data to construct competition profiles.

COMPUTER SKILLS

Access • Microsoft Office Suite • FileMaker Pro • Adobe InDesign • LexisNexis
SAS • Bloomberg

ACTIVITIES

Senior/Junior Women Alumnae Dinner Program, Steering Committee • Cornell Ambassadors Business Skills Development Society • Freshman Orientation Counselor • Delta Delta Delta Sorority • University of London Debating Team • Extensive travel in Eastern and Western Europe, South Pacific, and Far East.