



Curiosity. Armed & Lethal.

andrew carson.

ANDREW P. CARSON



andrew-carson.squarespace.com



2.5

Years of Non-profit and Private Sector Experience

3

Countries Lived in and Worked Abroad

8

Languages Formally Studied

500

Oversaw and Organized a 500 Person TEDx Event



Thunderbird School of Global Management

Masters in Global Management

Concentration in Branding and Strategic Marketing

Graduating December 2013

Thunderbird Marketing Association

Events Chair

Hi-Tech: Seoul, Shanghai, Saigon & Singapore

Immersive Cultural and Professional Program

Decision Science | Analytical Strategic Mktg | Int'l Finance
Strategic Mgmt | Int'l Mktg | Global Entrprshp





Strategic Analyzer

Facebook Study

Conducted and analyzed questionnaire based preliminary study investigating Facebook usage - to be published in trade journal

Markstrat Simulation

Mastered market competitive analysis combining tactical implementation, budgeting and long-term brand portfolio strategy

Razoo.com Consultant

Crunched company raw data with SPSS, synthesized customer insights, brand perceptual positioning and industry competitor landscape

American Bar Assoc. Int'l Projects Intern

Researched and published Jordanian and Israeli business customs packet for 70 person professional ABA visit



Integrative Communicator

Bike Newport Intern

Pioneered innovative multimedia social media marketing campaign, increasing bike usage by 300% in Newport with mobile kiosk website

TEDx Youth Curator

Spearheaded conceptual brainstorming, managing planning committee teams, project deadlines, and ensuring thematic cohesiveness

Beijing Center for Policy Research Intern

Researched, composed and edited articles, curating website content on Sino-American international relations policy using Wordpress platform

Manuka Sports Management Intern

Coordinated Pabst Blue Ribbon New England Fishing Tournament, strengthening 700 person Mailchimp weekly newsletter open rate by 20%, oversaw social media campaign and daily communication with participants





President
&
Founder

Developed Program Structure

Formulated workshop games to target professional skills and designed conceptual framework to convey business applications

Conducted Innovation & Creativity Workshops

Coached MBA students in the art of improv to strengthen teamwork, communication and decision-making

Cultivated Counseling Skills

Developed my own capabilities at assessing talent, identifying team strengths and fostering the creative process



Experienced Consultant

Razoo.com

Led 5 person team in managing project scope and setting client expectations in rebranding strategy to target relevant customer segments

Gregory Unruh

Upon client's directions, conducted competitive analysis and researched strategic recommendations for developing personal thought leadership brand

Cleverhood

Conducted a brand assessment and audit to determine current strategic positioning, producing future marketing materials and customer engagement tools

Adsila Investing Startup

Worked with client to define project scope, developing investing framework and conducting questionnaire research to identify key factors for investment

