

# Mary Ann Smith

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## EDUCATION

**Saint Mary's College**

*Bachelor of Business Administration, Concentration: Finance & Marketing; GPA: 3.55*

*Minor: Mathematics and Computer Science*

- Awards: Merit-based Madeleva Scholarship

Notre Dame, IN

May 2018

## INTERNSHIP EXPERIENCE

**eVestment**

*Marketing Intern*

- Conducted account and contact research on 75+ OCIO firms for an email and content campaign
- Co-authored a two-part blog post on private equity investing for the eVestment online blog
- Planned and executed a three-week email drip campaign that resulted in open rates of over 40%
- Assembled prospect research on 80 contacts for the ABM team to use for the next stage of the ABM campaign
- Developed and edited daily internal communications emails in MailChimp for all global employees
- Coordinated with the global marketing team to design weekly marketing update emails in MailChimp

Atlanta, GA

May 2017 – July 2017

**Teton Ridge Advisors**

*Investment Analyst Intern*

- Researched and wrote investment theses for 61 small-cap and mid-cap stocks
- Updated stats and characteristics for all stocks in the small-cap and mid-cap portfolios
- Performed competitive analysis to assist Teton with bringing new investment products to market
- Analyzed and followed Columbia Sportswear (COLM) throughout the quarter
- Exposed to all aspects of setting up a small business enterprise

Jackson, WY

May 2016 – July 2016

**LCG Associates, Inc.**

*Marketing Intern*

- Researched and compiled information on over 100 prospects
- Participated in manager due diligence meetings and learned how to vet investment firms
- Updated and tracked data on prospect RFPs
- Uploaded question and answer pairs to Qvidian RFP software
- Revised LCG competitor profiles
- Developed and organized contact list of law firms and prospects
- Analyzed and created profiles on socially responsible conferences

Atlanta, GA

June 2015 – July 2015

## CAMPUS LEADERSHIP EXPERIENCE

**Alumnae Relations Committee**

- Serve as a student representative for the Alumnae Association Board of Directors
- Meet with the Board of Directors two times a year to propose ideas and work on plans for the College
- Organize events and programs to promote the Board and connect alumnae and students

August 2016 – Present

**National Team Selling Competition**

- Served as the Co-Captain for the 2016 team and one of two sophomores on the 2015 team
- Participated in a national marketing competition sponsored by Indiana University, 3M, and Altria
- Prepared a sales pitch in two weeks based on the case study provided

September 2016 – October 2016

## ADDITIONAL CAMPUS INVOLVEMENT

- SMC Admission Ambassador & Tour Guide
- English Language School Conversation Partner
- Circle K International Dorm Rep & Member
- Notre Dame Marching Band Section Leader
- University of Notre Dame Band Ambassador
- Big Belle, Little Belle Mentoring Program

## TECHNICAL SKILLS

- Salesforce
- Pardot
- WordPress
- MailChimp
- Qvidian RFP Software
- Microsoft Office/Access