

Andy Bodemer

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EDUCATION

Mays Business School, Texas A&M University
Master of Business Administration, Marketing

College Station, Texas
Spring 2024

Western Washington University
Bachelor of Arts in Philosophy, Politics, and Economics

Bellingham, Washington
December 2018

EXPERIENCE

Aggies in Business Consulting
Business Development Manager

College Station, Texas
August 2022 - Present

- Sourced, qualified, and developed business leads and scoped their project requirements into statements of work which were independently executed by a team of MBA analysts
- Negotiated pricing of consulting services
- Scoped and wrote statements of work that were independently executed by a team of MBA students
- Built relationships between external organizations and internal stakeholders
- Designed a process map of consulting operations to standardize the consulting cycle during a leadership transition

Freelance Marketing Consultant
Marketing Consultant – Summer Internship

College Station, Texas
May 2023 – August 2023

- Successfully pitched, wrote, executed, and analyzed two marketing projects, one for two online retailers; gathered over 1,000 survey responses, and generated valuable insights into consumer demographics, purchase drivers, consumer preferences, and qualitative feedback to develop customer segmentation and develop focused marketing strategies
- Developed a marketing launch strategy for a product with an expected annual revenue of \$5 million by drawing insights from the data gathered through conducting extensive internal and external research
- Devised a new metric and set up a new process that allowed a client to successfully determine the profitability of their wholesale customers which resulted in a re-ranking of their priority customers and the development of a new ideal customer archetype
- Created a financial model using NPV analysis and a pitch deck for a private equity pitch
- Sourced two business clients via direct outreach

Amazon Web Services
Contract Specialist, Enterprise Contracting

Seattle, Washington
April 2019 – April 2020

- Utilized SQL, Salesforce queries, Excel, and other proprietary software and web-based systems to process enterprise level contracts
- Identified and improved on a highly detail-oriented processes: created templates and macros that increased legibility of relevant data, removed excess data from results, and formatted data for processing, reducing errors and increased time efficiency

United States Army
Military Intelligence Analyst (35F) Sergeant (E5)

United States and South Korea
July 2010 – February 2015

- Awarded two Army Achievement Medals, and a Certificate of Achievement for initiative and technical skill
- Provided answers to leadership for complex initiatives, by discerning information needed to be effective during combat operations

LEADERSHIP

United States Army

United States and South Korea

- Held weekly refresher course for a squad of junior enlisted intelligence soldiers focusing namely on how to exemplify and demonstrate organization requirements in high stress environment

Western Washington University Philosophy Club

Bellingham, Washington

- Organized and hosted weekly meetings as well as an annual conference.

SKILLS, ACTIVITIES & INTERESTS

Languages: English, and Functional Spanish

Technical Skills: Excel, Marketing Survey Design, Financial Modeling, Contract Writing, Process Mapping

Personal Interests: Photography, Literature, Philosophy, Physical Fitness, Cats