

Michael T Kol

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Pragmatic innovation for practical application.

EXPERIENCE

MARKETING AND PUBLIC RELATIONS INTERN

Business Innovation Group, Statesboro, GA 30458

September 2017 – Present

- Manage Salesforce marketing campaigns; determine appropriate marketing of business resources; collect and quantify marketing data into actionable reports; implement the organization's social media strategy; compile and distribute company newsletters and marketing materials; assist with event management and recruitment

INFORMATION TECHNOLOGY AND INFORMATION SYSTEMS INTERN

Business Innovation Group, Statesboro, GA 30458

May 2017 – August 2017

- Supported Salesforce integration from research to utilization; led data-driven initiatives and dashboard reporting to key stakeholders; executed data cleaning, customization, mining, and web to lead integration initiatives; managed front-end web development; implemented apps for efficient workflows

SERVICE REPRESENTATIVE

CareFirst BlueCross BlueShield, Charleston, WV 25314

December 2015 – July 2016

- Resolved up to 40 cases daily with 90% on a first-touch basis by facilitating the sales and maintenance of health care opportunities through a deep knowledge of policy holder rights and interpretation of complex contractual language

INSURANCE AGENT

Bankers Life and Casualty Company, Hurricane, WV 25526

February 2014 – November 2015

- Worked one-on-one and contributed to the successful financial planning of over 100 clients with an average investment between 50-100k in retirement accounts and between 10-100k of life insurance; financial solutions also encompassed supplemental health and Medicare policies alongside long-term care policies

Additional non-professional experience

Self-taught web and app developer; net 250k+ downloads; Windows 10 Mobile and Windows Phone 8 and 8.1 OS

Selfie - <https://www.microsoft.com/en-us/store/p/selfie/9wzdncrfhz4t>

Connect Pro - <https://www.microsoft.com/en-us/store/p/connect-pro/9wzdncrdn8pr>

Phantom Tiles - <https://www.microsoft.com/en-us/store/p/phantom-tiles/9wzdncrdn8pf>

EDUCATION

Master of Business Administration (MBA)

Georgia Southern University, Statesboro, GA 30458

GPA 3.5

December 2017

Bachelor of Multidisciplinary Studies (BMDS)

Minors in Business Administration, Entrepreneurship, and Communication Studies

West Virginia University, Morgantown, WV 26506

August 2015

TOOLS

EXPERIENCE WITH

- Strategic Marketing Management
- International Business
- IT/IS Management
- Lean/Agile Design
- Operations Management
- Managerial Data Analysis
- Leadership and Motivation
- Managerial Accounting
- Global Business Strategy

TECHNOLOGY

- Microsoft Visual Studio, Word, Excel, Access, etc.
- WordPress
- ASP.NET
- Microsoft Azure
- HTML, CSS, JavaScript

ORGANIZATIONS; COMPETENCIES

PROFICIENCIES IN ADDITION TO PROFESSIONAL WORK EXPERIENCE

Vice President, MBA Association; Secretary, 3DS, Three Day Startup; Logistics and Event Coordinator, Relay for Life, American Cancer Society; member, ENACTUS; member, Green Ambassadors, Center for Sustainability; member, Habitat for Humanity; member, Outdoor Adventure Club

- ✓ Strong critical thinker and very entrepreneurial minded; harbor a growth oriented mindset; culturally sensitive communicator dedicated to creating sustainable and value-added initiatives through strategy
- ✓ Forward focused and proven leader; passionate about pioneering unique economic development solutions
- ✓ Bias toward action; demonstrated achiever able to work on multiple projects simultaneously, seek opportunity, deal with ambiguity, make trade-off decisions, meet deadlines, and drive results

:: References and additional information available upon request ::