

# Michael T Kol

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Pragmatic innovation for practical application.

## EXPERIENCE

### MARKETING AND PUBLIC RELATIONS INTERN

Georgia Southern University, Business Innovation Group, Statesboro, GA 30458 September 2017 – December 2017

- 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

Georgia Southern University, 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 3.6

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; Mentor Lead, 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 ::*