

Shelby Haugen

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EDUCATION

Southern Methodist University, Cox School of Business Dallas, TX
Master of Science in Business Analytics May 2019
Bachelor of Business Administration, Marketing August 2011 – December 2014
Cox GPA: 3.970 Marketing GPA: 3.950 Overall GPA: 3.915 Magna Cum Laude
Honors: Beta Gamma Sigma Honor Society
Golden Key International Honor Society
Alpha Iota Delta (International Honor Society in the Decision Sciences and Information Systems)

EXPERIENCE

Seven on Seven, LLC Scottsdale, AZ
Business Development Consultant, Co-Founder August 2016 – August 2018

- Continually acquired client leads and secured contracts for the agency through inter-personal networking, deep understanding of client objectives, and by providing strategic recommendations to address business problems.
- Drafted and managed creative solutions for up to 8 clients simultaneously, resulting in sustainable, measurable business procedures and marketing campaigns.
- Strategically planned a grand opening for a new home development that brought in 300+ attendees and raised \$2,500 for the selected charity by partnering with 25 local companies, resulting in a 500% increase in marketing campaign reach.
- Designed and ran analytical experiments to test and analyze SEO strategies that incorporated client's intellectual property to create marketable case study and tangible value proposition for their strategic partnerships.
- Led successful Kickstarter campaign for innovative healthcare startup that raised 119.6% of the goal and increased targeted marketing exposure by 1400%.
- Constructed sustainable, quantifiable websites and marketing campaigns for new real estate developments resulting in over \$10M worth of sales.
- Developed custom sponsorship program for start-up workout competition, which resulted in the launch of a co-branded product line expansion for the equipment company and cost savings of \$60k for the competition by negotiating a strategic alliance.

Attraction Lab, LLC Scottsdale, AZ
Head of Development January 2015 – August 2018

- Created and implemented the business plan, marketing strategy, and web development needed to launch and run an eLearning business.
- Organized and drafted eCourse curriculums, marketing copy, and lead generation content, which resulted in three published books on Amazon.

Russ Lyon Sotheby's International Realty Scottsdale, AZ
Realtor August 2015 – November 2016

- Brought \$16.9MM of real estate listings to the team and attained gross sales volume of \$12.6MM between August 2015 - March 2016, while managing the showings, listings, and client relations for approximately \$22.7MM in luxury inventory.
- Negotiated contracts on behalf of buyers and sellers and managed listing and sales cycles.
- Conducted comparative market analysis' and comparative excel models for listing appointments.
- Coordinated and designed all marketing, advertising, web, and social media for the team.

Catapult Health Dallas, TX
Marketing Intern June 2014 – August 2014

- Developed and implemented the processes needed to operationalize new participant marketing materials and strategies.
- Led team training on new procedures resulting in higher participation rates at Catapult clinics.
- Identified problems in existing data entry processes and presented possible solutions to the management team.

LEADERSHIP & VOLUNTEER ACTIVITIES

- SMU MBA Entrepreneurship Club, *VP Community Relations* September 2018 – Present
- Arcadia High School, *Volunteer Track Coach (Hurdles)* February 2017 – May 2017
- International Scholar Laureate Business Delegation in China, *Attendee* May 2013
- Alpha Kappa Psi, *Pledge Class Social Chair, Social Chair* Fall 2012, Fall 2013