

ANNABELLE JIN-HENDEL

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EDUCATION	VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT Master of Marketing, Expected Graduation May 2025 - GPA: 3.8 - Relevant Coursework: Digital Marketing, Marketing Analytics, Quantitative Analysis	Nashville, TN
	BRYN MAWR COLLEGE Bachelor of Arts, May 2024 Major: Neuroscience <i>magna cum laude</i> GPA: 3.78 Dean's List High Honors - Activities: Women of Finance; Runner's Club	Bryn Mawr, PA
EXPERIENCE	CRAZY GNOME BREWERY & CYANIDE CIDER <i>Marketing Intern</i> 2024 - Present - Initiated and led two successful events with Vanderbilt Owen Graduate School of Management, overseeing all aspects from concept development to execution, including logistics, budgets, and attendee engagement. - Created a website for Cyanide Cider and revamped Crazy Gnome Brewery's site, reinforcing distinct brand identities and driving a 15% increase in visitor engagement within the first month. - Developed a digital audit and branded Instagram templates, streamlining social media strategy and boosting follower growth by 10%.	Nashville, TN
	ACCELERATOR SUMMER BUSINESS IMMERSION, Vanderbilt University OGSM <i>Student Consultant</i> Summer 2023 - Collaborated in a team of 7 over 3 60-hour weeks to create marketing project proposals for clients, including Nashville Superspeedway, Dollar General, and Nissan, to increase sales and diversify customer base. - Engaged in 72 hours of MBA-level coursework from VU faculty for application to client projects. - Selected as top presentation and best research for the final project; selected as overall team MVP for entirety of the program.	Nashville, TN
	INSOMNIA COOKIES <i>Crew Member</i> 2022 - 2023 - Applied previous customer sales experience in a fast-paced in-person and online environment. - Collaborated with coworkers to drive sales and break in-store daily revenue records with over \$4.7K.	Conshohocken, PA
	NORDSTROM <i>Seasonal Sales Associate</i> Summer 2022 - Gained hands-on high-end retail experience by curating customer specific recommendations and managing check-outs, leveraged knowledge of high-end brands to drive sales in person and online. - Competed in commission-based sales by creating personal client connections and informing customers of store loyalty programs, often exceeding \$4k in personal daily sales.	Short Hills, NJ
LEADERSHIP	VANDERBILT OWEN GRADUATE SCHOOL OF MANAGEMENT <i>Event Coordinator</i> 2024 - 2025 - Designed and led two professional events, fostering networking and collaboration across Marketing, Finance, Accounting, and MBA programs. - Developed and implemented an emailed survey to optimize scheduling based on attendee availability, while coordinating logistics and catering with Owen staff and external partners.	Nashville, TN
ADDITIONAL	- Computer Skills: Excel, Microsoft Office, Google Analytics Certified, Word, PowerPoint, Canva, Qualtrics, IBM SPSS, Wix, Social Media (Instagram, Facebook) - Intellectual Skills: Excellent verbal and written communication, advanced quantitative ability, organization, diligence, team-oriented - Interests: Consumer behavior, branding, marketing, creative content, music, swimming, hiking, and animal welfare; lifelong vegetarian	