

JESSICA A. BOUCHER

jessica.boucher@gmail.com www.jessicaboucher.com

EDUCATION

Babson College

Bachelor of Science in Business Management; Focus in Marketing and Corporate Strategy

Cumulative GPA: 3.0; Focus GPA: 3.6; Dean's List, Fall 2004, Spring 2005

Relevant Coursework: Strategic Decision Making, Marketing Research, Service Strategy and Innovation, Electronic Business

Financing: Approximately 95% of education through grants, work study, and loans

Babson Park, MA

May 2005

EXPERIENCE

BayaSoft LLC

Associate

Leominster, MA

November 2005 – March 2006

- Completed and presented a full analysis of competitors, cost analysis and recommendations of marketing mediums such as trade shows, and provided insight on how to find and target their market's largest potential customers
- Doubled company awareness across the USA through a personalized mailing campaign, researched and qualified leads
- Implemented a CRM application that relieved data misuse; created procedures & trained company on usage to enforce data integrity and facilitate complete feedback with potential customers

School for Executive Education – Babson College

Operations and Marketing Assistant (May 2003 – May 2005) and *Market Analyst Intern* (May 2004 – September 2004)

Babson Park, MA

- Managed customer relationship management databases and facilitated solutions for prospective customers in the Information Technology and Biotechnology industries
- Performed secondary market research and data analyses which resulted in the profiling of the past participants of the open enrollment programs
- Created systems to effectively attract new customers that fit into those profiles through the use of informational multimedia while concurrently reducing the time to respond to the potential customers

Information Systems Management Department – Babson College

Research Associate

Babson Park, MA

October 2004 – February 2005

- Supported three professors in research on business strategy and marketing within the E-Commerce industry

Young Entrepreneurs Alliance (student management consulting project)

Project Manager Liaison

Babson Park, MA

December 2004 – May 2005

- Revitalized the organization's website to attract corporate sponsorship
- Directed meetings with client and group, and communicate with the Project Manager

New Bedford Symphony Orchestra (student management consulting project)

Meeting Coordinator

Babson Park, MA

September 2004 – December 2004

- Created a workable marketing strategy through adapting existing website to fit the needs of a younger target audience

LEADERSHIP

FIRST Robotics Competition

Volunteer Coordinator, *FIRST Robotics Championship Event* (Manchester, NH & Atlanta, GA)

Various Locations

March 2006 – Present

- Selected to serve on a team of coordinators who recruits and fits 500 volunteers to positions for a three-day event to be attended by up to 15,000 visitors from across the USA

Volunteer Coordinator, *United Technologies New England Regional* (Hartford, CT)

October 2005 - Present

- Recruited and fit 150 volunteers to positions for a three-day event to be attended by 3,000 visitors from across the USA

Volunteer, *New England FIRST* (Various Locations in MA and CT)

November 2004 - Present

- Established a relationship between *FIRST* and Babson College, the first partnership of its kind
- Created programs to raise veteran team retention, new team growth, and competition sponsorship

Volunteer, *Online Consultant* (Various Locations)

June 2001 - Present

- Proposed online advice to teams concerning strategy, public relations, fundraising, team management, and website development, and input on national competition issues

Judge, *BAE Systems Granite State Regional* (Manchester, NH)

March 2005

- Decided regional awards at a three-day competition attended by 3,000 visitors from across the USA
- At competition, served as one of the youngest judges in *FIRST*'s history

SKILLS

Internet Market Research Tools: Factiva, Hoovers, ProQuest, RDS Business Suite, and LexisNexis

Computer Software: Microsoft Office (Word, Excel, PowerPoint, Access, Project, FrontPage, Outlook), Microsoft Dynamics CRM, Pivotal (CRM Software), Mozilla Firefox, Adobe Acrobat, Adobe Photoshop, FileMakerPro, Scala, SurveyTime, SPSS, Palm Software