

Christine Rasquinha

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OBJECTIVE

High-achieving, creative and innovative management student looking to utilize market research skills to solve company problems, communication skills to illustrate solutions, and organizational skills to document new business procedures.

EDUCATION

Purdue University, Krannert School of Management	West Lafayette, IN	May 2017
<ul style="list-style-type: none">• Bachelor of Science• Triple Major: Management, Industrial Management, Marketing• Minors: Supply Chain, Entrepreneurship Certificate		GPA: 3.96/4.0

WORK EXPERIENCE

<i>Senior Consultant, Leadership Communication Studio</i>	West Lafayette, IN	Mar 2015 – Present
<ul style="list-style-type: none">• Established metrics on 2 key factors predicting case competition success in order to find existing gaps• Developed new system to fill gaps; established 3 multilevel workshops and 2 competitions as result• Targeted 150 students for competitions utilizing advisors, social media, word of mouth and one-on-one mentoring• Increased workshops and competitions participation by 50% tailoring to student needs and increasing company, community and staff involvement		
<i>Financial Representative, Northwestern Mutual</i>	Bellevue, WA	Apr 2015 – Aug 2015
<ul style="list-style-type: none">• Developed a target market of 200+ prospective clientele from natural market and reaching out to Issaquah Chamber of Commerce members• Established client relationships through setting and holding an average of 3 meetings a day• Followed up with clientele in closing discussions with 5% resulting in sales		
<i>Program Assistant, Women in Management</i>	West Lafayette, IN	Mar 2014 – Mar 2015
<ul style="list-style-type: none">• Presented role play idea during Women in Management conference resulting in 30% increase of class projects• Implemented role play in Fall 2014 and increased networking opportunities by 25% to maximize class schedule		
<i>Intern, Issaquah Chamber of Commerce</i>	Issaquah, WA	Summer 2012, 2013
Issaquah Chamber of Commerce		
<ul style="list-style-type: none">• Organized 3 networking events for 30+ participants to promote local chamber members and membership resulting in 2 additional members• Published newsletter articles to inform public and 500+ Chamber members on upcoming businesses		
Festivals Department		
<ul style="list-style-type: none">• Improved upon 3 festivals by establishing a new Splash Mob initiative and personally contacting 25 businesses• Established social media strategy for Splash Mob collectively generating an additional \$9,000 of revenue for participants		
<i>Ski Instructor, SKIBACS</i>	Snoqualmie, WA	2009 – 2013

LEADERSHIP

<i>President, Boiler Business Case Competitions</i>	West Lafayette, IN	2014 – Present
<ul style="list-style-type: none">• Planned and organized new club over a period of 6 months as a member of the foundational executive board• Prepared students as lead mentor for case competitions through individual and large class mentoring sessions resulting in several students' top 3 finishes• Marketed group case competitions and training resulting in 100% increase in participation and diversity in demographics		
<i>President, Krannert Executive Student Board</i>	West Lafayette, IN	2014 – Present
<ul style="list-style-type: none">• Conducted interviews and mentored 4 new executive board members through one-on-one training• Restructured executive board to establish 5 distinct officer roles and maximize 4 month planning period• Coordinated involvement of 5 different officer roles to increase events offered by 50% and increase mentorship and alumni involvement		

ACCOMPLISHMENTS AND ACHIEVEMENTS

<i>Second Place Team Presentation, General Motors</i>	Apr 2015
<i>Second Place Team Presentation, Cummins Case Competition</i>	Mar 2015
<i>Krannert Representative (1 of 4 selected), International CIBER Case Competition</i>	Oct 2014
<i>Participant, Boeing Case Competition</i>	Oct 2014
<i>Second Place Individual & Team Presentation, Eaton Case Competition</i>	Apr 2014
<i>First Place Individual & Group Presentation, Leadership Communication Center</i>	Feb 2014