

ALLY HENDERSON

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Personal Legacy: Where she went, she went with passion, hope, and respect for all, changing the world for the better.

EDUCATION

The Ohio State University, Fisher College of Business (Columbus, OH)

December 2019

Bachelor of Science: Business Administration

- Specialization: Marketing
- GPA: 3.44

Jackson High School (Massillon, OH)

May 2016

- GPA: 4.40, Graduated with Honors, summa cum laude
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PROFESSIONAL EXPERIENCE

The Karcher Group (Green, OH)

May 2017-September 2018

Digital Advertising Intern/Digital Advertising Consultant

- Managed Google AdWords and Google Analytics campaigns for over 30 clients resulting in increased profit
- Created Facebook campaigns for visibility, clicks and conversions
- Optimized ad accounts to increase site traffic with one client seeing an increase of 99%
- Conducted research to maximize profit and identify problems to improve business
- Worked closely with account managers and analysts to ensure smooth operation by conducting strategy meetings
- Designed and applied written and visual ads in a variety of mediums including Facebook, Google, Instagram, and YouTube
- Took an active role in documenting and developing training for complex Excel reporting

Fisher College of Business (Columbus, OH)

September 2016-May 2017

Student Research Assistant

- Worked independently and as part of a team to creatively research problems and solutions for clients using descriptive analysis, including analyzing ticket data from Columbus Children's Theater and salary data of Ohio State alumni from LinkedIn and Glassdoor
 - Utilized Excel daily to perform complex analysis identifying and making decisions from market trends, specifically towards recommendations for ticket sales and timing and identifying correlation between college GPA and salary
 - Visualized data using Tableau
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ACADEMIC SPECIALIZATIONS

Dean's Leadership Academy

January 2018-Present

Certificate in Leadership

- Demonstrated accountability through self-reflection, including creating personal legacy statements and defining personal values and missions
- Worked within a team of five to demonstrate the importance of service through community service projects in Columbus, Ohio
- Took coursework to prepare for real world negotiations, team and professional development, and organizational coaching

Industry Immersion Program

August 2017-May 2018

Business Analytics

- Conducted research by gathering data, cleansing data, and reporting insights related the Fisher College of Business' career board and content created by Ohio State Marketing on Twitter and Facebook
 - Demonstrated leadership within a group of two and four by organizing meetings, delegating tasks, fostering communication with stakeholders, and insuring that deadlines were met
 - Demonstrated insights to a group of stakeholders using verbal communication and visual aids including the relationship between different skills and postgraduate success
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ADDITIONAL SKILLS AND CERTIFICATIONS

- Certified in Google Analytics, Google AdWords, Display, and Video
- Experienced with SQL, Tableau, Zoho
- Skilled in Office Suite, Facebook