

ADLEY SPAYD

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ACADEMICS & AWARDS

Indiana University, Kelley School of Business – Bloomington, IN

May 2021

Bachelor of Science in Business

GPA: 3.90/4.00

Majors: Marketing and Business Analytics

Minor: Media and Creative Advertising

Honors: Earned over 10 awards and scholarships for sustained academic excellence

EXPERIENCE

TechPoint S.O.S. Challenge – Indianapolis, IN

June 2020 – July 2020

Marketing Specialist & Business Analyst

- Conducted market research to develop a solution, business strategy, and product prototype to benefit 13 million children
- Achieved a 9% conversion rate by leading marketing efforts to reach over 5,000 people in 5 days
- Managed the 5-week project by leading virtual meetings, organizing tasks, and accomplishing milestones

Ross Stores, Inc. – Los Angeles, CA

June 2020

Assistant Buyer Intern (Remote)

- Presented an analysis of the off-price retail industry and emerging technology trends to department leaders
- Developed an e-commerce strategy that leveraged the current business model's strengths and mitigated risk

BID – Business and Individual Development – Cincinnati, OH

May 2020 – June 2020

Independent Consultant (Remote)

- Collaborated with the CEO to develop business strategies to boost website traffic and increase client base
- Generated business development reports with competitor analyses and research on 25 prospective clients

OFS – Huntingburg, IN

May 2019 – March 2020

Supply Chain Planning Intern

- Analyzed monthly consumption reports with 130,000 manufacturing parts to create models, build dashboards, interpret data, and make decisions
- Led interactive Excel workshops to teach co-workers 15 concepts that improve workplace efficiency
- Earned 2 certifications for mastering demand & inventory planning in supply chain management software

Maurices – Jasper, IN

May 2018 – June 2019

Stylist

- Performed consistently as a top seller with average quarterly sales 2% higher than store averages
 - Recognized as associate of the month for exceptional service based on written customer reviews
 - Collaborated with co-workers to rank as the 2nd highest (out of 26 district stores) for surpassing sales goals
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COMMUNITY LEADERSHIP

Relay For Life – Bloomington, IN

November 2018 – Present

Executive of Marketing & Social Media

January 2019

- Reach over 100,000 students by distributing branded content through social media and community platforms
- Doubled the 2019 event attendance by spearheading marketing campaigns to attract the target audience

American Cancer Society – Ferdinand, IN

May 2020 – June 2020

ResearchHERS Ambassador

- Composed action-oriented, audience-centered requests to achieve a 40% positive response rate to cold emails
- Raised over \$800,000 with women nationwide during the 2-month campaign to empower female researchers

Indiana University, Kelley School of Business – Bloomington, IN

January 2019 – April 2019

Technology & Business Analysis Peer Tutor

- Recognized in the top 15% of peer tutors for mastery of advanced data techniques and classroom leadership
 - Coached a class of 40 students on Excel skills including cleansing, analysis, visualization, and optimization
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INTERESTS

Creative Writing ▪ The 100 ▪ Continuous Learning