

Spencer Ross

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EDUCATION

Master of Business Administration, International Business, *minor in Marketing*, GPA 3.8/4.0 09/2008
Tobin College of Business, St. John's University, New York, New York

- Thesis: *Corporate Social Responsibility Marketing Communications of American and Western European Multinational Enterprises: A Longitudinal Study of Stakeholder Engagement* (May 2008)
- Executive-in-Residence Program – Client-Sponsored Consulting Projects (Spring 2008)
KPMG LLP
 - Developed strategy to establish KPMG as thought-leader on convergence of International Financial Reporting Standards with U.S. Generally Accepted Accounting Principles
 - Created balanced-scorecard metrics to measure progress of strategy implementation*Goodwill Industries of Greater New York and Northern New Jersey, Inc.*
 - Advised non-profit organization on economically sustainable and portable business model based on SWOT analyses, linking both retail and service operations
 - Identified new environmental and social service outreach opportunities within business model

Bachelor of Arts, Political Science, *minor in French Language and Literature* 10/2004
McGill University, Montréal, Québec, Canada

- Completed sixty-hour intensive French immersion program at Université du Québec à Chicoutimi, Chicoutimi, Québec, Canada (May 2003)

EMPLOYMENT

AllianceBernstein L.P. **New York, New York**
Client Communications Marketing Associate 06/2008 – 10/2008

- Overhauled team's processes for updating static marketing materials, realizing cost-savings of \$30K
- Edited and re-purposed marketing communications content for 11 published shareholder reports
- Collaborated with 14 portfolio management teams, developing copy for shareholder reports
- Managed production of quarterly Collective Investment Trust fact sheets, liaising with print vendors, product management, and performance teams

Marketing Administration Intern 09/2007 – 05/2008

- Re-purposed marketing presentation content for use by multiple retail departments
- Outlined three major areas for environmental sustainability cost-savings to Chief Operating Officer
- Researched and analyzed for business contingency plans for the firm's retail investment division
- Analyzed department's software needs and proposed adoption of new technology to streamline workflow

Editorial/Marketing Communications Intern 06/2007 – 08/2007

- Solicited and wrote feature stories on retail business and employee activities for firm intranet site
- Created and edited marketing invitations, letters, and announcements for other retail divisions
- Assisted with the distribution of financial product marketing materials to internal sales consultants

NewAlliance Bank **Vernon, Connecticut**
Senior Teller 09/2004 – 08/2006

- Improved customer relations and managed customer expectations during merger of three banks
- Trained and mentored new employees and managed a team of junior tellers
- Executed bank vault balancing procedures, with daily cash transactions averaging \$140K

INTERESTS AND SKILLS

- Interest in corporate social responsibility and sustainable business (Net Impact member, 2007 – present)
- Fluent in French (French Institute Alliance Française member, 2008 – present)
- Proficient in Microsoft Office Suite, Adobe Creative Suite, HTML, PHP, and Web 2.0 social networking