

**Jesse Friedman**  
jesse@jessefriedman.com

**Profile**      **Resourceful problem-solver:** creatively researches, develops, and implements solutions  
**Articulate communicator:** actively listens, speaks and writes effectively  
**Motivated producer:** consistently seeks to maximize quality, efficiency, and results

**Experience**      **Kannon Consulting**, Chicago, Illinois  
*Assistant to the President*, June 2005–present

- Support senior consultants on marketing and media strategy projects
  - Synthesize consumer segmentation data to advise publishers on growth opportunities
  - Interview executives of client’s top customers to gauge satisfaction, solicit feedback
  - Interpret consumer and advertiser media data for large corporate strategy initiatives
- Manage important administrative functions
  - Collaborate with President to manage company’s project assignments and deliverables
  - Solve complicated logistical challenges in high-pressure, time-critical situations
  - Drive internal marketing efforts around industry events and follow-up with past clients

**Prudential California Realty**, Berkeley, California  
*Information Technology Coordinator*, June 2003–September 2003

- Educated 100 agents through weekly briefings, trainings, and individual consultation
- Wrote series of easy-to-follow instruction booklets describing crucial procedures
- Established private Intranet; rescued and standardized aging computing infrastructure

**University of Chicago Office of Undergraduate Admissions**  
*Communications Director and Tour Guide*, 2002–2005

- Increased enrollment of top recruits by organizing 45-volunteer call campaign
- Portrayed the institution honestly, positively, humorously, from multiple perspectives
- Targeted weekly tour content to various interests and concerns of parents and students

**Embark.com**, San Francisco, California  
*Operations/Implementations Intern*, June 2001–September 2001

- Linked universities and applicants by building custom online admissions portals
- Communicated with clients and supervisors to precisely meet individual specifications
- Exceeded expectations as youngest of 20 interns, trusted with most important projects

**Freelance Technology Consultant**  
*Internet, Graphics, and Hardware*, 1997–present

- Lay out and program websites for retail, mail-order, real estate, and individual clients
- Designed print and Internet advertising campaign, increasing client revenue 130%
- Collaborated with customers to brainstorm campaigns and designs, and to write copy

**Skills**

- Advanced in French, Spanish; studies in Japanese, German, Latin, Italian, Portuguese
- Experienced copywriter; Windows, Mac, web design, SPSS, Office, Adobe, etc.
- Interests in cooking, travel, digital photography, piano, event planning, transit systems

**Education**      **University of Chicago**, B.A., Linguistics, with General Honors, 2005  
3.7/4.0 GPA, 800 M/770 V SAT, Dean’s List 2001–2005, Foreign Language Grant  
*Relevant Courses:* Economics, Organizational Decision-making, Professional Writing, Consumption, Survey Analysis, International Relations, Urban Sociology

**Middlebury College French Language Immersion**, Middlebury, Vermont, 2002  
**Eurocentres Intensive Advanced French Study**, Lausanne, Switzerland, 2004