

DAKOTA DRISCOLL

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EDUCATION

The University of Texas at Austin

Bachelor of Business Administration, Management
Information Systems, 3.70
Minor: Economics

- Technical Skills: Data Science for Business Applications, Database Management, Web Application Development, Programming Fundamentals 1, Introduction to Problem Solving/Programming, Calculus 2
- Analytical/Business Skills: Economic Statistics, Operations Management, Macroeconomics, Microeconomics

Austin Community College

Associates in Arts, Economics

EXPERIENCE

Dell Technologies - DT Select Consulting Intern; Round Rock, Texas

May 2024 - August 2024

- Led two strategic projects for Dell Technologies' PMO Team, managing both internal and client-facing initiatives, including an \$8M collaboration with FedEx.
- Analyzed complex data sets, using quantitative and qualitative metrics to identify trends, optimize processes, and drive informed decision-making for business outcomes.
- Internal Project: Reduced delivery time on Pre-Sales artifacts and SOWs by 25%, from 4 weeks to 3 weeks, through improved workflow efficiency and data analysis, contributing to enhanced team productivity and cost savings.
- External Project: Worked closely with client FedEx, synthesizing key data insights and stakeholder feedback to present tailored solutions addressing the client's core operational challenges, resulting in 30% improvement in system performance.
- Utilized advanced data analytics tools SQL, EXCEL and Project to automate reporting, streamline data tracking, and enhance overall decision-making.

Northwestern Mutual - Financial Representative Intern; Austin, Texas

June 2023 - August 2023

- Leveraged critical thinking and market analysis to identify underinsured individuals in the workforce, utilizing data-driven strategies to provide tailored insurance and financial solutions that improved client decision-making and engagement.
- Analyzed client portfolios using advanced data analytics, combining quantitative financial metrics with qualitative insights to optimize wealth and risk management strategies, resulting in increased client retention and long-term investment performance.

LEADERSHIP EXPERIENCE AND ACTIVITIES

AMA - Consulting Division, Lead Project Manager

August 2023 - Present

- Led a consulting team for a startup in the food and beverage industry, utilizing data analytics platforms to analyze company data and target social media metrics, resulting in a 25% increase in customer engagement and a 50% growth in the customer demographic age group.
- Conducted targeted surveys to track brand recognition, leading to an 80% increase in brand awareness by the end of the year and a 40% rise in social media followers and engagement.
- Developed and implemented data-driven strategies that resulted in a 30% boost in sales, expanding the client's market reach through improved social media awareness and enhanced brand visibility.

Abercrombie & Fitch Co., Sophomore Summit

June 2023 - July 2023

- Leveraged historical KPIs and performance data to conduct comprehensive trend analysis, identifying operational inefficiencies and developing a data-driven prototype solution that optimized processes while aligning with corporate social responsibility initiatives, focusing on diversity, equity, and inclusion to support the company's global impact goals.

KPMG, Hire to Inspire

April 2023 - May 2023

- Selected as a high-potential candidate in KPMG's talent development program, participating in 3 skill-building sessions and applying data analysis to address real-world business challenges.
- Provided data-driven insights to KPMG consultants on an active project, analyzing metrics and offering strategic recommendations that were incorporated into the final project plan, effectively acting as a consultant to the consultant.

Prevent Child Abuse America, Kappa Delta Co-Facilitator

October 2023 - November 2023

- Spearheaded organizing the Shamrock Run, driving impactful fundraising efforts, and surpassing donation goals by raising \$9K for Prevent Child Abuse America, resulting in increased community awareness and support

HONORS

- McCombs School of Business - University Honors
- Deans Honor List (Ampla cum laude)
- Phi Theta Kappa Honor Society

ADDITIONAL INFORMATION

Computer Skills: Visual Studio, Azure, C#, SQL, Snowflake, Python, R-studio, MS Excel, Canva, Google Suite, Powerpoint, Word, Outlook, Gmail
Interests: Problem-solving, Volunteering, Networking, Wakeboarding, Reading, Exercise, Traveling