

Kerri Norris

Objective

Improve brand value and customer satisfaction through a position in marketing research or marketing.

Education

University of Tennessee at Knoxville

Bachelor of Science Degree in Business Administration.

- Marketing major
- Logistics collateral
- Economics minor
- GPA: 3.29
- Graduation: August 2008

Recent Work Experience

Forest Product Center

8/07 – present

Position: Research Associate

- Researched and developed a transportation cost model as part of the Bioenergy Siting Assessment Tool (BioSAT), a web-based software tool to search for optimal biorefinery sites.
- Networked to recruit transportation experts to validate the transportation cost model.
- Marketed for and assisted with statistical process control courses for forest product industry professionals.

Merry Maids

5/07 – 8/07

Position: Teammate

Achievements/Skills

Academic

- Successfully created and pitched an event plan and an integrated marketing communications plan for the Tennessee Valley Fair 2008.
- Successfully created and pitched a complete integrated marketing communications plan for a new product launch into an emerging foreign market as part of a global marketing capstone course.
- Currently collaborating with other researchers at the University of Tennessee on the Biomass Project funded by DOT SunGrant, US Forest Service and UTK.

Computer

- Microsoft Office 2007
- Statistical software: JMP, SPSS
- Internet browsing and research

Personal

- Loyal: Staying with current job until project completion despite graduation.
- Hard working: Working since age 16, through high school and college.
- Ethical: Experience working with personal information, sensitive material and inside peoples' homes.

Communication

- Oral and writing skills: Experience with business and academic papers and presentations.
- Research and networking abilities: Experience utilizing academic, professional and social resources.

