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REACHEL WINTERS BAGLEY

As an undergraduate I was fascinated with psychology. Freud, Pavlov, and Jeung's theories inflamed my curiosity. But practicality directed me to Marketing where I could psychoanalyze for a productive purpose. I strive not only to understand a customer's behaviors, but their motivations. To know not only whether customers use a product, but the role it serves in their lifestyle.

What allows me to predict behavior is statistically-based creative analysis. My maxim is interrogate the data, apply creativity in summarizing it, and ultimately trust your intuition. In my position as a Webmaster for DAZ Productions, I took the initiative to segment and profile our customer base. My results varied greatly from management's assumptions, but I was able to effectively persuade management because I'd already persuaded my most difficult audience: myself.

Understanding customer psychology is interesting, but applying that understanding is profitable. As a marketing intern for GE Corporate Payment Systems I was asked to take an abstract, tech-heavy product and reposition it with self-expressive benefits that could be easily understood in under thirty seconds. Using research to determine a single core position, I rebuilt the brand position including verbal lexicon, image library, tagline, and copy treatments. Our sales force can now explain the product in 15 seconds rather than 15 minutes and can communicate the benefits of the product rather than how the process works.

One of my main motivators for going back for a graduate degree (routed once again in psychology) was to study team synergies. One of my favorite team memberships came in working as the publicity lead for the Kevin Rollin's BYU eBusiness Center. After brainstorming on communication techniques and venues we were able to increase submission in our website competition by 200 percent. By delegating responsibilities based on team member strengths, we were able to increase the advertising reach of our 2004 eBusiness Day advertising by a factor of 3.

I would like to speak with you further about the possible fit between not only my skills but my enthusiasm for this position. Please email me at reachelw@byu.edu or call me at (801) 661-1739 to schedule an interview. I appreciate your time and consideration.

Sincerely,
Reachel W. Bagley