

## JAMES STEVEN JESSUP

Orlando, FL

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### *Education*

**Business Intelligence Master of Science** 2015 *Full Sail University*

**Master of Business Administration** 1999 *University of Central Florida*

**Bachelor of Arts** degree in Psychology with University Honors 1997 *University of Central Florida*

### *Experience*

FULL SAIL UNIVERSITY, Winter Park, Florida

**2009-Present**

#### **Course Director/ Business Intelligence Master of Science Degree Program**

Created and implemented innovative curricula for Data Visualizations, Business Intelligence Analytics, Pattern Recognition, Macroeconomics, Statistics, and Audience Metrics, using real-world examples, case studies, discussions and cutting edge technology for live and virtual classrooms. Also taught Management and several Continuing Education courses for faculty.

- Classes taught quantitative tools to make statistically-inferred business decisions in uncertain environments and present findings to a variety of layperson audiences. Forecasting and predictive analysis based in regression equations help create predictive models.
- Taught Data Visualization strategies and techniques focused on using data to tell a specific story accurately and succinctly, using Tableau, Visio, Illustrator, Excel and combinations.
- Created quantitative tools to assist in grading efficiency, accuracy and consistency, currently in use in several departments, resulting in an estimated \$50k year in savings to the company.
- Completed Full Sail Leadership Academy, Earned two PROPS awards for academic innovation.
- Leveraging Entertainment and Business experience, guest speakers, and “edutainment”, created dynamic and compelling classroom and virtual classroom environments to maximize student retention and success.

QUIZNOS CORPORATION, Denver, Colorado/Orlando, Florida/Pittsburgh, PA

**2003-2008**

#### **New Store Developer/Area Manager- Operations**

Trained Franchise Owners and their crews how to operate their new Quiznos, budget, and select appropriate vendors. Developed and implemented Local Store Marketing strategies to maximize sales on a Store and Regional level.

- Used creative marketing strategies in a variety of media (including print and radio) to overcome apathy and increase consumer awareness and trial of new and existing locations. Worked with legal department on Brand Management issues involving competitive analysis and negotiation.
- Prepared management reports on market history, conditions and metrics to a variety of corporate audiences. Taught how to prepare management reports.
- Managed Market-wide meetings (sometimes hostile) using live and virtual technologies.
- Pioneered use of new technologies for knowledge management, brand protection, marketing and competitive analysis including knowledge warehouse and responsive web-based designs

#### **Marketing Research Analyst- Customer Experience Team**

Obtained first-hand, store-level research in markets throughout the United States to share insights with the Quiznos organization to improve the total customer experience.

- Improved our team’s Competitive Analysis processes through the use of new technologies. Introduced new technologies to increase accuracy and productivity.
- Performed covert competitive analysis, analyzing risk versus return of information capital.

**Marketing Specialist/ Interim Recruiting Coordinator, Career Resource Center**

Primarily functioned as Recruiting Coordinator, marketing available employment recruiting options provided by the Career Resource Center to employers and students.

- Utilized a comprehensive relational database/ Knowledge Warehouse to administer service including the development of employers' complex interviewing schedules and maintained a student database for registration, resume review and interview sign-ups.
- Developed and maintained contacts with businesses, industries, government agencies, faculty, student organizations and the university community. Promoted events such as employer informational sessions, on-campus interviews, luncheons with faculty and employers, career expos and special events.
- Assisted with the development of promotional, event and evaluation programs for employers and students. Counseled and advised in all aspects of the on-campus recruitment programs.

**Orientation Advisor - First Year Advising and Information Services**  
**Writing Consultant/ Statistician - University Writing Center**

CHARLES SCHWAB & CO., INC., Orlando, Florida

2000 - 2001

**Investment Specialist- Retail Client Services**

Educated clients about diversification, risk reduction and overall market strategies in addition to placing trades and researching market-related data.

- Improved clients' knowledge of investment strategies, used Professional Selling Skills model of Opening, Probing, Supporting and Closing to identify and convert over \$10M in new assets.
- Used Bayesian statistical methods to optimize complex options strategies through technical analysis and statistical inference. Used predictive analysis of quantified trends for predictive modeling, based on Bollinger Bands
- Earned Excellence in Service Award (Schwab's highest honor) during assignment at Institutional Services for technological innovations in efficiency and quality (improved efficiency over 300%).
- Created, organized and administrated Schwab Adventure Racing Club (Orlando Chapter).

*Other Experience*

**One Business Place**, Marketing Research Analyst

**Walt Disney World Co**, Entertainer

**Universal Studios Orlando**, Costumer

*Awards/Affiliations*

Eagle Scout	U.C.F. Dean's List 1993-1997
Assistant Cubmaster, Boy Scouts of America	U.C.F. Honors Program 1993-1997
Ironman Triathlon Finisher	U.C.F. Early Music Ensemble 1994-1997
Treasurer and PR Coordinator, CFL Mensa	College Summit 1998-2001
Black Belt in Shito-Ryu Karate	Florida Academic Scholar
National Merit Semifinalist	Offutt A.F.B. Family of the Year
Member Psi Chi Honor Society in Psychology	American Red Cross First Aid/ CPR Certified

*Computer Skills*

Microsoft Office; Tableau; Visio; Filemaker Pro; Adobe Illustrator, Photoshop; BETA/Legacy; Palm OS; MacIntosh literate; HTML savvy; SASS; SPSS; SPSS Modeler; CRM; Keynote; Mac OS; GoTo Training; Social Media analytics; Google products.

*References Available Upon Request*