Kenny Gray

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EDUCATION

Part-Time MBA, Strategy & Marketing Concentration Expected Dec 2018

Boston University Questrom School of Business; Boston, MA

BS, Business Administration Magna Cum Laude May 2014

Northeastern University, Boston, MA

- Vice-President/Director, NEU Improv Troupe; Senior year
- Member of MEISA (Music & Entertainment Industry Student Association) & Green Line Records (a student run record label)

WORK EXPERIENCE

Hill Holliday; Boston, MA Summer 2017

Copywriter| Wrote copy for a variety of brands and campaigns as part of Program 35, their Summer creative internship.

- Generated ideas and wrote copy for a Dunkin Donuts print ad that ran nationally in ESPN magazine.
- Created monthly content for Bank of America's social media channels and internal employee network.
- Aided in providing ideas for brand's large-scale stunts and campaigns with multimillion dollar budgets.

Bristol Hill Capital; Hollis, NH 2015-2017

Investment Analyst| Evaluate and place investments for $50M private wealth management fund, which includes a diversified portfolio of real estate, business investments, and cash instruments.

- Manage and create reports detailing the status of current investments; present monthly to the management team for analysis and discussion.
- Track market rates and identify potential new areas and opportunities for investment.

Mmmmaven; Boston, MA 2016

Marketing/Social Media Intern | Created and oversaw content generation and marketing for a start-up electronic music school's blog, and co-coordinated annual high-profile festival that attracts over 20,000 people per year.

- Managed marketing of events and classes, including creating the content, posting on various event databases, and distributing promotional materials to reach target audience of local musicians and youth.

CAMP Systems; Merrimack, NH 2013

Data & Market Analyst | Served as point person on a six-month project to analyze and investigate a database of over 114,00 customer interactions and $100M in billing data in order to clarify current pricing and discount practices on aviation software services for private aircraft.

- Participated in company strategy discussions and assessed potential acquisitions and new lines of business that would leverage the current technology.
- Evaluated several third-party software billing and accounting solutions in order to find the best fit for the company and its data/customer needs.

ADDITIONAL INFORMATION

Technical skills: Excel, Photoshop, Ableton Live, Pro Tools, Logic Pro, Premiere, Microsoft Suite, Modular Synthesis

Interests: Improv Comedy, Theatre, Music Composition, Music Production, Running, & Cooking