

Lisa Weitekamp

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Tags:

sales, **innovation**, Wisconsin, cheese, wine, **cooking**, knitting, health, nutrition, micro-finance, **traveling**, running, biking, **customer service**, open-source development, **business development**, international relations, **cities**, Hong Kong, multi-tasking, linguistics, **culture**, economics

Education

University of Minnesota
Carlson School of Management
Graduated December 2007
B.S. in International Business
GPA 3.71, Honors Alumnus

Projects

Trading Platform

Managed testing and implementation of an XML messaging system for communication between customers and Wells Fargo through rocky pre-launch, rollout, and post-launch phases

Transaction Pricing Manual

Authored online foreign exchange platform manual for pricing complex transactions

Diversity Reporting

Created reports for upper-management on diversity course attendance for 1,000+ team members

Leadership

Live-Work Loft Conversion

Led 7-person team through a \$40,000 buildout of a live-work space. Managed finances for 12-person household and office for 6 freelancers

Micro-Finance Sub-Committee

Wrote business proposal for division-wide adoption of a micro-financing program

Student Association for Non-Profit Enterprise

Restructured organization management and doubled membership

Travel

Singapore to Beijing in 120 days

Connected 47 cities via rail, bus, motorcycle & boat

La Universidad de Buenos Aires

Lived in Buenos Aires, Argentina for 6 months while attending 2 local universities

Internship in London

Lived in Kensington while managing PR for pan-European art publications

Professional Experience

Wells Fargo Foreign Exchange Online

FX Analyst | Aug 2008 - present

- * Priced complex and exotic foreign exchange transactions
- * Balanced trading-floor demands with long-term projects
- * Boosted revenue by analyzing sales data and re-activating customers
- * Trained a diverse customer base to use poorly-designed online platform
- * Submitted detailed proposal on how to improve online platform

Blinktag Inc

Associate | Nov 2007 - Sept 2008

- * Used Wordpress to design and build sites for clients
- * Collaborated with customers to determine site specifications

Wells Fargo Wholesale Finance MIS

Intern | Summer 2007

- * Systematized reporting software testing
- * Created an internship program marketing campaign
- * Developed interactive visualizations of departmental information flow

University of Minnesota

Undergraduate Research Assistant | Feb 2007 - Dec 2007

- * Analyzed operations management data
- * Researched missing data points

Orange Square, Ltd

Public Relations Intern | Summer 2006

- * Maintained databases of clients and media contacts
- * Streamlined weekly reporting process
- * Coordinated writing, editing, and mailing of 25 press releases

Technical Skills

Expert

Microsoft - Word, Excel, PowerPoint
Spanish

Proficient

Microsoft - Visio, Access
Adobe - InDesign, Photoshop, Lightroom
Web Development - PHP, CSS, HTML

Working Knowledge

SQL
Portuguese

My Story

I am a Midwesterner who enjoys people, ideas, and creativity. I am flexible, dedicated, and a leader. One of my best assets is my ability to find value-add tasks and get to work quickly. I look forward to what the future holds!