

KEVIN W. SHORTER
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EDUCATION

WAKE FOREST UNIVERSITY **WINSTON-SALEM, NC**
BABCOCK GRADUATE SCHOOL OF MANAGEMENT
Master of Business Administration degree candidate, May 2006
Concentrations: Marketing, Entrepreneurship
Recipient – Charles H. Babcock Scholarship (50% of tuition)
Teaching Assistant – Dr. J. Kendall Middaugh II, Associate Dean for Management Education
GMAT: 730 (97th percentile)

NORTH CAROLINA STATE UNIVERSITY **RALEIGH, NC**
Bachelor of Science in Mathematics Education, December 1995

EXPERIENCE

TAYLORBUILT HOMES, INC. **WINSTON-SALEM, NC**
Strategic Marketing Intern **May 2005 – September 2005**

- Conducted in-depth interviews with current customers of \$1M homes to identify company's sources of competitive advantage, weaknesses, and potential opportunities relative to the competition.
- Repositioned brand and developed new marketing materials to resonate with customers in \$2-5M segment (see www.shorterdesigns.com/shorters/tbh for contrast of new and old marketing materials)
- Increased number of contracts by 20%, increasing projected 2006 profits by over 50%.

SAINT ANDREW'S EPISCOPAL MISSIONARY CHURCH **GAINESVILLE, FL**
Associate Minister / Church Growth and Leadership Development **October 2002 - October 2003**

- Worked with priest and lay leaders to articulate core identity, develop mission statement, identify specific objectives and goals, and plan tactics.
- Determined target market for outreach and growth, including market research, integrated marketing communication with projected reach of 45,000 people; increased membership by 25%.
- Created church-wide training and established classes for new members.

CAMPUS CRUSADE FOR CHRIST **ORLANDO, FL**
Senior Campus Chaplain, University of Florida; Turkey **February 1998 - September 2002**

- Counseled students on personal development, addiction, life skills, and spiritual development.
- Created overall strategy, advertising, and other materials to market services to broader audience.
- Raised \$230,000 in donations to finance salary and benefits.
- Expanded business to international locations in Turkey and Argentina.

Emerging Leader Program

- One of 40 selected from 26,000 for year-long training for company's emerging leadership program.
- Developed new products that increased profits for use in company's mission by 60%.
- Restructured AR/AP policies and procedures to ensure fiscal solvency.

ADDITIONAL INFORMATION

- Enjoy traveling, singing, and Turkish culture.
- Member of Babcock Marketing Association, Speakin' Deacons Toastmasters Club.