

JAY LEGASPI

SWISS ARMY MBA

versatile.creative.essential

SKILL SET (KNIFE)

8 years experience in **Technology** and **Media**
Passion for **Market Research** and **Data Analytics**
Innate knowledge of **Social** and **Street Marketing**
MBA geared on sharpening skills in **Brand Strategy**

TECH SKILLS (USB DRIVE)

Excel power-user
PowerPoint fanatic
Web & Graphic Design (**HTML**, **Illustrator**, **PS**)
Audio Production (**Pro Tools**, **Reason**)

SOCIAL SKILLS (CORKSCREW)

Enjoys **Client-Side Relations**
Collaborative by nature
Works well in a **Team Environment**
Experience in **Event Planning**

GLOBAL MINDSET (UNIVERSAL HOOK)

Experience in **Ethnographic Research** in **Asia**
Fluent: **English**, **Tagalog**
Intermediate: **Japanese**, **Spanish**

ANALYTICAL SKILLS (SCISSORS)

Able to shear through data to deliver **Insights**
Adept at creating **Custom Reports** tailored to client
Delivers clear-cut and concise **Presentations**

ATTENTION TO DETAIL (MAGNIFYING GLASS)

Adept at handling large **Data Sets**
Active **Trend Spotter** in all aspects of **Youth Marketing**
Meticulous in ensuring quality of final product

CONTACT INFO (PEN)

Jay Legaspi, MBA Candidate '14
Georgetown McDonough School of Business
jl1758@georgetown.edu
[@jaylegaspi](https://twitter.com/jaylegaspi)
www.jaylegaspi.com

