

DEANNE E. HAGAN

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EDUCATION

Jackson State University College of Business (AACSB Accredited), <i>Master of Business Administration</i>	Jackson, MS April 2027
Jackson State University College of Business (AACSB Accredited), <i>Bachelor of Business Administration in Management</i> Major GPA: 4.00/4.00 Honors: Beta Gamma Sigma, President's List, National Society of Collegiate Scholars, Lambda Sigma Honors Society	Jackson, MS May 2026

RELEVANT WORK EXPERIENCE

Stellantis <i>Brand Strategy Consultant</i>	Los Angeles, CA August 2026 – September 2026
- Scoped an ambiguous brand crisis into a structured problem-solving framework, diagnosing root causes behind a 49% sales decline and an affordability ceiling. - Led end-to-end strategic planning and designed a detailed 24-month execution roadmap to deploy a \$12.0M budget across 3 phases. - Managed cross-functional stakeholder alignment across executive leadership, dealership networks, and creative agency partners to launch regional hub pilots. - Developed brand-creator partnership models and short-form video initiatives, including a 3D AR product filter to drive customer engagement and capture 25,000+ leads. - Built data models and performance metrics tracking CAC, dealer conversion rates, and a 4.95x return on investment.	
Amerimac Chemical Corporation <i>Project Manager & Marketing Assistant Intern</i>	Jackson, MS June 2025 – April 2026
- Manage a \$600K active bid and 50+ ongoing opportunities monthly for agencies (USDA, NASA, Army Corps), with a 75% submission rate by prioritizing high-value contracts and maintaining rigorous follow-ups. - Drive business development by screening 300+ government contract opportunities daily (SAM.gov, EZGovOpps, etc.) and streamline bid targeting by transferring viable leads into a custom-built tracking system. - Conducted quality and accuracy reviews of written materials, including complex business proposals and spreadsheets, prior to client distribution.	
Community Health Center Association of Mississippi <i>REPAIR Ambassador</i>	Jackson, MS January 2026 – March 2026
- Analyzed federal and state behavioral health datasets (SAMHSA, NAMI) detailing metrics like a 20% higher rate of serious mental illness and a 50% treatment gap to identify geographic and economic risks across Mississippi. - Partnered in a 4-person project team within an elite healthcare equity cohort to evaluate the operational impacts of improper fund allocation and severe provider shortages across 3 distinct regions. - Developed a data-backed health equity capstone framework during an intensive 8-week initiative, proposing targeted telehealth expansions to mitigate financial and geographic risks for low-income households. - Co-delivered a final project presentation and comprehensive paper to executive leadership at the Community Health Center Association of Mississippi.	
Children's Foundation of Mississippi <i>Collegiate Connections Consultant</i>	Jackson, MS September 2025 – December 2025
- Conducted a mixed-methods research study analyzing early childhood outcomes across 6 Mississippi counties. - Evaluated quantitative datasets from federal and state sources, including the U.S. Census Bureau and the Mississippi Department of Education, to track indicators such as a 10.8% unemployment rate and 28.5% child poverty in high-need areas. - Synthesized qualitative insights from surveys and focus groups with educators and healthcare providers to identify community-specific barriers, such as a 78% childcare cost barrier for parents in DeSoto County. - Co-authored a comprehensive report delivering 3 evidence-based policy recommendations to state policymakers, advocating for increased pre-kindergarten funding and the establishment of county-level data indicators.	
Zions Bank <i>Retail Banking Administration Intern</i>	Salt Lake City, UT May 2024 – July 2024

- Presented research findings to executives, proposing data-driven strategies that aimed to increase revenue by 19% and enhance acquisition of younger clients by 22% over the next year.
- Proposed a new Power BI dashboard aiming to improve data visibility and enable employees to better track progress and deliver stronger business results.
- Identified 100+ gaps in loan decisioning, collaborating with the Retail Banking team to ensure 100% compliance before new major deposit system rollout, enhancing operational efficiency.

HBCU Sustainable Community Initiative (SCI)
Undergraduate Research Fellow

Jackson, MS
March 2024 – June 2024

- Conducted a detailed visual analysis of the Town Creek corridor, integrating satellite imagery and GIS data to inform strategic planning and decision-making under ambiguity.
- Designed a comprehensive blue-green corridor concept that fosters socioeconomic growth and cultural development in the Town Creek area.
- Contributed to a research plan projected to increase green space by 25% and reduce flood risk by 15% in the City of Jackson.

James A. Carey & Associates
Administrative and Marketing Assistant

Remote
June 2023 – August 2023

- Developed a \$10,200+ revenue-generating proposal and cost-analysis spreadsheet securing a purchase from the RBPF.
- Took initiative to create a stronger online presence that resulted in 2,000+ potential new customers, effectively influencing business outcomes.
- Restructured the payroll system using Excel, reducing inaccuracies and streamlining paystub generation for 50+ employees.

LEADERSHIP AND OTHER ACTIVITIES

Investment Club, <i>Member</i>	August 2025 – May 2026
Pre-Alumni Council, <i>Business Manager</i>	August 2025 – May 2026
Dean’s Student Advisory Board, <i>Member</i>	August 2024 – May 2026
International Students Association, <i>Vice President</i>	August 2024 – May 2026
American Marketing Association, <i>Vice President</i>	February 2024 – May 2026
Fellowship of Christian Athletes, <i>Parliamentarian</i>	October 2023 – May 2026
Jackson State University: Division of Athletics, <i>Volunteer</i>	January 2024 – May 2026
Knack, <i>Peer Tutor</i>	January 2024 – May 2026
Tiger World Art Club, <i>Graphic Designer</i>	September 2023 – May 2024

PROJECTS

Retail Fuel Margin Forecasting Model	September 2026
• Engineered a hybrid Prophet and autoregressive time series model to predict 5-week retail fuel margins by processing over 1,700 weeks of historical spot and retail pricing data with SQL and Python. • Validated model stability through rolling-origin backtesting to achieve a 13.9 cents per gallon Mean Absolute Error, and automated final metric exports directly into an interactive Streamlit dashboard.	

JTRAN Network Performance Analysis	December 2025
• Conducted a network performance analysis using real-time AVL and GTFS data to diagnose a 58% on-time performance rate and identify critical congestion zones averaging 8.5 mph. • Identified inefficiencies in high-traffic routes (e.g., Route 10 N. State, Route 50 Jackson State) through data visualization, translating complex operational data into actionable recommendations for schedule adjustments and optimized resource allocation. • Developed strategic recommendations to bridge an 18% gap toward the 76% peer reliability target, proposing schedule optimizations and dedicated bus priority lanes to improve system efficiency.	

CORE SKILLS

- **Technical Skills:** AI & Emerging Technologies, Microsoft Office Suite, Power BI, Tableau, Python, SQL, Google Analytics, Adobe Creative Suite, Meta Business Suite
- **Language Skills:** Spanish (Native Proficiency), French (Elementary Proficiency), Portuguese (Elementary Proficiency)

CERTIFICATIONS

PMI Certified Associate in Project Management (CAPM®)	In Progress
Lean Six Sigma Green Belt Certification	April 2026
Management & Strategy Institute Project Management Essentials Certified (PMEC)™	September 2024