

Larissa Kleinmann MBA

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CAREER SKILLS

RESEARCH

Excellent aptitude for researching and analyzing industry demographics through industry reports, database searches, consumer polling/surveying, competitor analysis, financial metrics, and sales history.

COMMUNICATION

Ability to effectively convey to colleagues, business associates, and executive level management, business plans/opportunities through written, spoken, and/or presentation format.

LEADERSHIP

Successfully managed teams in career, school, and athletic related projects by formulating and implementing a strategic plan, which included task delegation in a step process. Team captain of University of Arkansas NCAA Division I Track & Field and Cross Country teams. Currently a member of a German bicycle road team.

PROJECT MANAGEMENT

Consistently offer an energetic and enthusiastic approach to projects and assignments as well as a thorough understanding of the importance of time management and personal organization.

DETERMINATION

Consistently pushing to achieve more and have a higher quality.

PROFESSIONAL EXPERIENCE

Burson Marsteller

Intern in Public Relations

(Exhibited Communication, Team Player, Project Management, Writing, Research, and Multi-Tasking Skills)

- Worked for world-renowned U.S.-based PR consulting firm that has advised Hilary Clinton in her presidential campaign and many Fortune 500 companies.
- Tasks included: Ghost-writing for Vice President of one of the world's top consulting firms, monitor international media landscape, media research, development and translation of multi-lingual press releases
- Clients included Accenture, Lufthansa, Vodafone, SAP, Easton, etc.

Frankfurt, Germany

January 2009 – March 2009

Equipe Nürnberger Versicherung

Professional Road Cyclist

(Exhibited Communication, Leadership, Team Player, and Determination Skills)

- Competed in bicycle road races in a world-class women's cycling circuit.
- Collaborated with team members to achieve goals set by the captain.

worldwide

January 2008 – December 2008

Goerlitz AG

Freelance Marketer and Journalist

(Exhibited Research, Communication, and Project Management Skills)

- Authored article on energy data metering and management.

Koblenz, Germany

November 2007 – January 2008

Deutsche Bundeswehr (German Military)

Sports Soldier – Army

(Exhibited Communication, Leadership, Team Player, and Determination Skills)

- Participated in military boot camp.
- Member of the elite sports soldier division for track cycling.

worldwide

April 2007 – October 2007

Bund Deutscher Radfahrer (German Cycling Federation)

National Team Member

(Exhibited Communication, Leadership, Team Player, and Determination Skills)

- Participated in World Cups, European, and World Championships in track and road cycling.

worldwide

January 2005 – October 2007

Deutscher Leichtathletik Verband (German Cycling Federation) & ISTAF

Freelance Journalist

(Exhibited Communication, Writing, Language, and Flexibility Skills)

- Reported in both German and English, live coverage of the meeting.
- Wrote articles for the Deutscher Leichtathletik Verband and ISTAF websites.
- Participated in press conferences.

Berlin, Germany

September 2004, 2005, and 2006

Paul Lange & Co (Shimano Germany)

Intern in Market Research

(Exhibited Research, Communication, Leadership, and Project Management Skills)

- Investigated the cycling clothing market.
- Created a market research report, using primary and secondary data.
- Analyzed the internal and external business environments of the cycling wear market.

Stuttgart, Germany

September 2004 – December 2004

PACE Sports Management

London, Great Britain

Intern in Athlete Management

June 2004 – August 2004

(Exhibited Communication, Leadership, and Management Skills)

- Assisted world-class track & field athletes in accounting, daily operations, management, logistics, and coaching to maximize their performance.
- Understood and adapted to different cultures and backgrounds of the athletes.

University of Arkansas, Student Support Services and Athletic Department

Fayetteville, Arkansas/USA

Student Tutor

August 2003 – December 2003

(Exhibited Communication, Teaching, and Leadership Skills)

- Tutored students in Mathematics, Business Statistics, Production Operations Management, and Spanish.

University of Arkansas, Women's Athletics

Fayetteville, Arkansas/USA

Sports Photographer

November 2002

(Exhibited Communication and Leadership Skills)

- Photographed members of the cross country team for press guides and websites.

European Track & Field Championships Organizing Committee

Munich, Germany

Photo Journalist

August 2002

(Exhibited Communication and Research Skills)

- Produced stories in English to be placed on event website.
- Translated stories from German to English for the website.

Nike

USA

Product Tester

December 2002 – February 2004

(Exhibited Communication, Research, Management and Leadership Skills)

- Tested running shoes for Nike.
- Logged and wrote final reports for each prototype.

EDUCATION

UNIVERSITY OF ARKANSAS, SAM M. WALTON COLLEGE OF BUSINESS

Fayetteville, Arkansas/USA

Master of Business Administration

2002 - 2004

Concentration: Marketing Research and International Management

GPA: 3.5/4.0

Award: NCAA athletic scholarship (Track & Field, Cross Country)

ECOLE SUPÉRIEURE DE COMMERCE (ESC)

Toulouse/FRA

Exchange Semester

Spring 2004

GPA: 2nd in class

UNIVERSITY OF ARKANSAS, SAM M. WALTON COLLEGE OF BUSINESS

Fayetteville, Arkansas/USA

Bachelor of Science in Business Administration

1999 - 2002

Concentration: Marketing Management

Minor: Spanish

GPA: 3.2/4.0

Award: NCAA athletic scholarship (Track & Field, Cross Country)

Boston University

Boston, Massachusetts/USA

General Coursework in Physical Therapy

1998 - 1999

Award: NCAA athletic scholarship (Track & Field, Cross Country)

Leadership Experience

Guest Speaker, International Marketing Class, Sam M. Walton College of Business

February 2003

- Lectured on cultures.

Volunteer, New York Road Runners Club

November 2003

- Merchandised products, using language skills to service both domestic and international customers.

Volunteer, World Track & Field Championships, Nike

August 2001

- Supervised children in kid's camp.

Skills

- Fluent in German, English, Spanish, and French.
- Knowledge of Latin language.
- Microsoft Office Suite and Microsoft Front Page
- Computer Code, including HTML, some Java and COBOL

- SPSS Software
- Adobe Photoshop, Adobe Premier, GIMP

Awards

International

- European Junior Champion Cross-Country Team 1997
- 6th European Junior Championships 200m 1997
- 8th World Junior Championships Cross-Country Team 1997
- 4th Swiss Alpine Marathon Women Overall 2002
- 4th European Junior Championships Cross-Country 1997
- 8th World Championships Cross-Country Team 2000
- 1st New York City Marathon U20 1996
- 10 years national team member & international-level racing

USA

- 5-time NCAA All-American
- 3-time NCAA Academic All-American
- 8-time SEC Champion (Cross-Country, Indoor, Outdoor)
- NCAA Honda Award Finalist, Cross-Country 1999
- SEC Cross-Country Athlete of the Year 2000
- Boston University Female Athlete of the Year 1999

National

- 7-time German Junior & U23 Champion
- 8-time Silver German Junior & U23 Championships
- 5-time Bronze German Junior & U23 Championships
- Multiple state records

Cycling (Since 2005)

Track

- Bronze UCI World Cup 3000m Individual Pursuit/GBR 2005
- Bronze UCI World Cup 3000m Individual Pursuit/RUS 2006
- Top 10 Overall 3000m Individual Pursuit 2006, 2007
- 4th European Championships Omnium/GRE 2006
- 10th European Championships Omnium/GER 2007
- 10th World Championship 3000m Ind. Pursuit/FRA 2006
- 12th World Championship 3000m Ind. Pursuit/ESP 2007
- German Champion 3000m Individual Pursuit 2006
- 2nd German Championships 3000m Individual Pursuit 2005
- 4th German Championships Points Race 2006
- 5th German Championships Points Race 2005
- 2nd SixDays Dortmund 2005
- German Cycling Federation "Top Team Beijing 08" 2005-07

Road

- Bronze UCI World Cup Team Time Trial/SWE 2008
- 1st Holland Hills Classics/NED 2008 (UCI 2.2)
- 2nd Overall Geelong Tour/AUS 2007 (UCI 1.1)
- 2nd Prologue Geelong Tour/AUS 2007 (UCI 1.1)
- 2nd Prologue Albstadt Etappenrennen 2008 (UCI 1.1)
- 6th Prologue Tour de l'Aude = Women's Tour de France 2005
- 5th Team Prologue Giro della Toscana/ITA 2006 (UCI 1.1)
- 5th Team Prologue Thüringen Rundfahrt 2007 (UCI 2.1)
- 6th Time Trial Tour du Grand Montreal/CAN 2008 (UCI 2.1)
- 12th UCI World Cup Nürnberg/GER 2008
- 2nd Stage Tour of New Zealand 2007 (UCI 1.1)
- 5th stage Albstadt Etappenrennen/GER (UCI 1.1)
- 4th Overall Gracia-Orlova Tour/CZE 2005 (UCI 1.1)
- 9th Overall Tour du Grand Montreal/CAN 2008 (UCI 2.1)
- 4th Chrono des Herbiers/FRA 2005
- 2nd German Cup Series Overall 2008
- 7th German Time Trial Championships 2008
- 7th German Road Race Championships 2008

