

# Vinay Merchant

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## EDUCATION

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### Creighton University - Omaha, Nebraska

Hieder College of Business, B.S. Business Administration  
Major(s): Social Entrepreneurship & General Marketing

Major(s) GPA: 3.58

### University of Denver - Denver, Colorado

Daniels College of Business, M.S. Innovative Strategies & Change Management  
Graduation Date: May 2025

Major(s) GPA: 4.00

## EXPERIENCE

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### Xcel Energy: J T'Veirpv'O cpci go gpv/'Vcrgpv'Ut cvgi { 'F gpxgt.'Eqmt cf q+'

Rotational Analyst

Hgdtwct { 4246- Cwi wuv'4246

- Eqpvtdwg'v'Gpvtgr tkug/y kf g'tqm/qw'qh'Zegn'Gpgti { 'Dgj cxkqtu
- O cpci g'(' j quv'qwu."gxgpw."cpf "rgctplpi "qr r qt wplkgu'hqt "v'g'k'pvgtpuj kr "Rtqi tco
- Design Talent Management Deliverables for eqtr qtcvg dehaviors
- Eqpf wv'r tqegu'o cr r kpi "v'kf gpvh { "cpf "lo r ngo gpv'r tqegu'ko r tqxgo gpw

### Xcel Energy: Gpvgr t lvg'Rt qlgev'O cpci go gpv'QHleg (Denver, Colorado)

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Cwi wuv'4245/"Hgdtwct { "4246"

- Ngctp'(" cr r n' "rgcp'ukz'uki o c'o gy qf qm q'kgu'v'kppqxcv'kg'ur cegu'ecmgf "\$Tcm' "Tqqo u\$
- O cpci g'o ggkpi "pqvu."tquvgtu'cpf "urkf gu'hqt "tgi wrt "qr gtcv'kqpcn't'gxky "o ggkpi u
- Rt gupv'cpf "lvtg'urkf gu'hqt "eqo o wplecv'pi "v'enterprise leaders
- Hcekkcv'g'tghrgevkp'qh'eqtr qtcvg"dgj cxkqtu'v'k'p'etgcug'cy ctgpguu

### Xcel Energy: Engcp'Vt cpur qt wcvkp'/'Ut cvgi le'Ret vpgt uj kr u (Denver, Eqmt cf q)"

Rotational Analyst

Hgdtwct { "4245/"Cwi wuv'4245

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- O anage eomunicat'kp ehannels between dusiness wuits & f epartmental teams
- Eqmgev."qti cpl'g."cpf "f gkxgt'tgugctej "k'of kpi u'v'ugpkqt'rgcf gtu
- Wf f cv'g'y ggm' (" 'o qpj n' "ueqtgectf u'cpf "tgr qtu

### Xcel Energy: Renewable & Choice Programs (Denver, Eqmt cf q)

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June 2022 - February 2023

- Create, develop, and maintain relationships that enhance efficiency & growth
- Coordinate special marketing projects upon request
- Support produce sales through problem resolution for teams and vendors
- Maintain database reports and marketing efforts (tracking sales tactics)

## AWARDS & HONORS

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Xcel Energy's Good Energy Award: Recognizing Commitment to Colorado's Volunteering Initiatives

9<sup>th</sup> Annual Murphy Cup: Top 12 Marketing Students as selected by faculty

American Advertising Federation (AAF) National Student Advertising Competition 2022

- Task: Create Advertising Campaign for Meta Quest 2 targeting 18 to 25-year-olds
- Alpha Delta Sigma Honor Society: A national honor society sponsored by the AAF

Department of Residential Life: Diversity and Inclusive Programming Award (2020)

Freshmen Leadership Program (2018-2022)

- Male Leader of the Year (2018), Elected Social Executive (2020), and Program Graduate (2022)

## SKILLS & CERTIFICATIONS

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- Multi-lingual (English, Hindi, Gujarati, Spanish)
- Event & Fundraiser Planning, Community Engagement, Leadership Development
- Microsoft, Google, and Slack products, Salesforce, Graphic Designer,
- Corporate, Visio - Process Mapping, Project Management, Lean learning experience