

ERICA M. CARL

Strategy & Operations | Process Improvement | Project Management | Cross-Functional Execution

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EDUCATION

Wake Forest University School of Business | Master of Science in Management | GPA: 3.5 | Winston-Salem, NC May 2026

Wake Forest University | Bachelor of Arts in African American Studies | Winston-Salem, NC May 2025

Minor in Sociology & Communications | Dean's List | Student Marshal | President's Aide | Civic Scholar

SKILLS & CERTIFICATIONS

Consulting & Strategy: Process Improvement, Performance Improvement, Hypothesis-Driven Analysis, Strategic Facilitation, Workstream Ownership, KPI Development, Benchmarking | **Analytics & Tools:** Quantitative Analysis, Data Storytelling, Data Analysis & Visualization (Excel, SQL, Python, Tableau, Power BI), PowerPoint/Canva, Microsoft Office & Google Workspace, Adobe Creative Suite | **Project & Change Management:** Cross-Functional Leadership, Change Management & Adoption, Stakeholder Alignment, Workstream Planning, Agile Methodologies

Certifications: Atlassian Agile Project Management Professional Certificate; Career Essentials in Business Analysis (Microsoft/LinkedIn); CFI Financial Analysis and Modeling Professional Certificate

CONSULTING & STRATEGIC EXPERIENCE

SullivanCotter | Consultant | Winston-Salem, NC January 2026 – May 2026

- Conducted 7 stakeholder interviews across physician-led health systems and deployed a validation survey to 80+ Large Clinic Group members, synthesizing mixed-methods findings into a benefit heatmap that surfaced peer forum and portal modernization as the top strategic priorities for a healthcare workforce consulting firm
- Produced a multi-format member experience dashboard surfacing a 9.6/10 satisfaction baseline and critical engagement gaps to drive retention and program redesign recommendations delivered in an executive-ready strategy deck

Front Street Capital | Consultant | Winston-Salem, NC October 2025 – December 2025

- Engineered and stress-tested an \$80M+ multifamily business and financial model within a five-person team, delivering an 11.34% IRR through unit mix optimization, pricing strategy, and sensitivity analysis

Jesse & Ben's | Consultant | Winston-Salem, NC August 2025 – October 2025

- Directed a five-person team on a data-driven growth strategy, analyzing consumer behavior across digital and retail channels, defining 10+ KPIs, and building a 12-month roadmap to drive customer acquisition and repeat purchase decisions

Lowes Foods | Consultant | Winston-Salem, NC June 2025 – July 2025

- Spearheaded a four-person consumer research engagement, conducting 25+ interviews and 50+ prototype tests across the \$180B wine industry to produce a three-part gifting strategy with a phased 12-month rollout

State Employee Credit Union | Business Analyst Intern | Winston-Salem, NC August 2024 – November 2024

- Benchmarked service offerings, pricing, and operations across four regional credit unions, synthesizing findings into a competitive gap analysis and strategic recommendations deck presented to senior leadership

PROFESSIONAL EXPERIENCE

WFU Office of Personal and Career Development | Career Advisor | Winston-Salem, NC September 2021 – May 2025

- Managed a caseload of 200+ students, synthesizing labor market data and individual goals to develop tailored career strategies, improving placement outcomes across resumes, cover letters, and professional platforms
- Administered data entry and records management for 1,000+ students in Handshake, coordinating scheduling workflows and cross-team communication to maintain service quality

WFU Office of Residence Life & Housing | Resident Advisor | Winston-Salem, NC August 2022 – May 2025

- Managed operations, policy enforcement, and community programming for 375 residents while leading orientation for 40+ new students and completing training in FERPA, campus security, and emergency response protocols

LEADERSHIP & CIVIC IMPACT

Delta Sigma Theta Sorority Inc., Pi Omicron | Chapter President | Winston-Salem, NC May 2023 – May 2025

- Managed a \$30,000 budget across 20+ annual community impact initiatives, applying performance tracking and data-informed decision-making to prioritize programming and report outcomes to stakeholders

Student Government | Campus Life Co-Chair | Winston-Salem, NC September 2021 – May 2023

- Chaired a committee managing a \$25,000 organizational budget and partnered with senior administrators to implement a \$250,000 mental health training initiative, launching programming that impacted 6,000+ students, faculty, and staff