

BRIANNA NICOLE NORRIS

Duncan, SC 29334
(828) 507-4143, bnncareer@gmail.com

SUMMARY: MBA graduate with experience supporting business transformation and advisory initiatives through stakeholder engagement, data-driven analysis, and cross-functional collaboration. Background includes facilitating structured discovery discussions, gathering and analyzing business requirements, supporting current- and future-state process mapping, and contributing to communication, training, and change management activities that drive adoption readiness. Proven ability to synthesize complex information, develop clear insights, and support value realization across client-facing projects. Seeking to contribute analytical, consulting, and communication skills to technology-enabled transformation initiatives.

EDUCATION

Western Carolina University
Master of Business Administration
Cullowhee, NC
December 2025

- Double Specialization in Sport Management & International Business

East Carolina University
Bachelor of Science in Business Administration
Greenville, NC
May 2024

- Double Major in Marketing & Supply Chain Management
- Minor in Sports Studies

Southwestern Community College
Associate of Applied Science
Sylva, NC
May 2020

BUSINESS & GRADUATE-LEVEL EXPERIENCE

WCU College of Business
Research Graduate Assistant
Cullowhee, NC
August 2024-Present

- Supported cross-functional, advisory-style initiatives across accounting, entrepreneurship, and business law, contributing to projects focused on regional market analysis, small business strategy, and destination-based decision-making
- Conducted market and performance research, data analysis, and insight synthesis to support stakeholder-facing recommendations, presentations, and strategic planning efforts
- Collaborated with faculty stakeholders to define requirements and develop a user-focused digital resource platform, leveraging Excel to organize, analyze, and present data in support of informed decision-making

WCU College of Business
Business Consultant – Intern
Cullowhee, NC
August 2024-Present

- Performed external and internal business diagnostics to assess market conditions, competitive positioning, and organizational capabilities, supporting future-state strategic planning and decision-making
- Conducted research, data analysis, and stakeholder interviews, synthesizing findings into fact-based insights and prioritized recommendations aligned with client objectives

- Collaborated within a cross-functional consulting team to manage project milestones, support client communications, and contribute to executive-level presentations reporting progress, insights, and outcomes

WCU College of Business London, United Kingdom; Amsterdam, Netherlands; Köln, Germany
International Accounting Student Summer 2025

- Analyzed the economic, operational, and regulatory impacts of cross-border trade, foreign direct investment, and labor market trends to assess implications for organizations operating across Western European markets
- Participated in workshops and site visits with multinational organizations and trade facilities, gaining exposure to global supply chain networks, customs processes, and international regulatory environments
- Applied international accounting and trade frameworks, including country-of-origin classification, free trade agreement (FTA) considerations, and tariff analysis, while collaborating with peers to evaluate global compliance requirements and regulatory risk

Moen Incorporated Kinston, NC
Process Analysis Intern January-May 2024

- Supported consulting-style process analysis initiatives by evaluating operational workflows and training practices, contributing to approximately \$15,000 in monthly cost savings through efficiency improvements
- Conducted on-site operational assessments within a large distribution environment to gather requirements and develop, refine, and document standard operating procedures (SOPs) supporting consistency, scalability, and operational excellence
- Developed and supported implementation of safety and change adoption protocols, improving efficiency while mitigating operational risk to employees, equipment, and products

East Carolina University Greenville, NC
Team Operations & Equipment Manager August 2021-May 2024

- Coordinated end-to-end operational logistics and event execution, including scheduling, resource planning, and on-site support for 30+ high-profile events annually in a fast-paced, performance-driven environment
- Managed inventory, asset tracking, and distribution for uniforms, equipment, and supplies, ensuring operational readiness, compliance, and consistent availability for athletes and staff
- Supported leadership with operational planning, documentation, and cross-stakeholder communication, improving workflow efficiency and coordination across multiple functional groups

Camp Augusta Nevada City, CA
Administrative & Logistics Assistant Summer 2022

- Supported stakeholder communications and engagement across participants, families, and donors, contributing to relationship management and effective information flow across diverse audiences.
- Assisted with coordination of fundraising initiatives and outreach activities, supporting revenue-driven programs, event logistics, and operational planning.
- Provided administrative and logistical support to ensure timely execution of programs and initiatives in a fast-paced, multi-stakeholder environment

OTHER MARKETING & SUPPLY CHAIN MANAGEMENT EXPERIENCE

Annawear Boutique

Highlands, NC

Sales Associate

August 2024-August 2025

- Delivered client-focused service across in-store and digital channels, supporting sales performance, transaction processing, and inventory management while maintaining brand presentation standards.
- Applied product knowledge and needs-based client engagement to provide targeted recommendations, strengthening relationship-building and consultative selling in a high-touch retail environment.
- Supported visual merchandising and daily retail operations, ensuring an elevated customer experience and consistent brand execution.

TNT Rentals LLC

Cashiers, NC

Office Assistant

January 2020-November 2025

- Supported client-facing operations by managing tenant communications and negotiating agreements, strengthening relationship development, stakeholder engagement, and effective communication across diverse audiences
- Supported communication and outreach initiatives by managing digital platforms and promoting rental offerings, contributing to engagement, adoption of services, and revenue-supporting activities

NC Stop Human Trafficking Now

Greenville, NC

Social Media Marketer

May-August 2021

- Supported client-facing operations by managing tenant communications and assisting with agreement coordination and negotiation, strengthening relationship development and stakeholder engagement across diverse audiences.
- Managed communication and outreach initiatives, including oversight of digital platforms and promotion of rental offerings, contributing to client engagement, service adoption, and revenue-supporting activities.
- Provided administrative and operational support to ensure accurate documentation, consistent communication, and smooth day-to-day business operations.

Western Carolina University Athletic Department

Cullowhee, NC

Administrative Intern

May-August 2019

- Supported stakeholder communication and engagement by coordinating outreach with a large donor base and assisting with fundraising initiatives, contributing to relationship development and value-driven programs
- Assisted with event coordination, documentation, and administrative support, enabling effective information flow and operational continuity across internal teams
- Provided general administrative and logistical support to ensure timely execution of department initiatives in a multi-stakeholder environment

PUBLICATIONS

- Shults, E. B., Borchert, M., & Norris, B. (n.d.). “*Rethinking service learning in marketing education: A case study insimulated nonprofit consulting*” Western Carolina University & Houghton University.
- Shults, E. B., Borchert, M., & Norris, B. (n.d.). “*Building community through service learning: Textual analysis of students’ blogs in PR education*”. Western Carolina University & Houghton University.

CERTIFICATIONS

Collaborative Institutional Training Initiative (CITI) Remote

Research Student

September 2025

- Completed comprehensive training in Institutional Review Board (IRB) protocols, including ethical considerations and regulatory guidelines for conducting human subject research.
- Gained proficiency in responsible research conduct, confidentiality, and informed consent processes.

LEADERSHIP & SERVICE

- *Founder*, Tim's Toy Box (Non-Profit), 2017-Present
- *Mentor*, Impact Leadership Living Learning Community, 2021-2024
- *Member*, Institute for Supply Management, 2023-Present
- *Member*, American Marketing Association, 2022-Present
- *Member*, The National Society of Leadership and Success, 2021-Present
- *Member*, ECU Leads, 2020-Present
- *Founding Member*, Women in Business Association, 2020-Present
- *Member*, American Association of University Women - WCU Chapter, 2024-Present
- *Member*, Graduate Student Association, 2024-Present
- *Member*, ECU Alumni Foundation, 2024-Present
- *Member*, Horatio Alger Alumni Foundation, 2024-Present