

Lenzie Keys

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EDUCATION

Texas A&M University, Mays Business School
Master of Business Administration

College Station, Texas
December 2024

Texas A&M University
Bachelor of Science in Sociology
GPA: 3.00/4.0

College Station, Texas
May 2018

EXPERIENCE

The Aggie Retreat

Co-host, Airbnb rental property

College Station, Texas
June 2019 – Present

- Spend 10 hours a week and reinvest 25% of profits to constantly improve the property, including hiring a decorator and professional photographer to increase website views by 30% more clicks
- Maintain the property interior to consistently be awarded 5/5 stars on cleanliness
- Provide excellent service to guests and have achieved Superhost status three years in a row, plus a 4.94 rating
- Do a monthly comparison of the property to others in the area using an Excel spreadsheet to determine an accurate price model, resulting in an average of 30% greater profits on high demand days

Texas A&M University

Academic Advisor II, Bush School of Government and Public Service

College Station, Texas
December 2022 – June 2023

- Mentored over 150 students in graduate programs with the Bush School to aid them in graduating
- Maintained over 1000 student records and ensured FERPA compliance to protect sensitive information
- Recruited over 50 potential new students to obtain talent for our programs

Escape Room BCS

General Manager

College Station, Texas
March 2018 – December 2022

- Supervised a team of eight and mentored them in developing skills that would aid them after graduation
- Responded to about 10 business inquiries/week to bring in new customers
- Managed projects such as the creation of new escape rooms
- Hired and trained employees under a new training plan and cut training time by 50%
- Reduced employee turnover by 50% through consistency in enforcing guidelines
- Implemented a new system for organizing inventory and supplies
- Met with contractors and oversaw them during their work at the business, checked the work to ensure it was completed to high standards
- Organized private events for groups of 10 – 300 people and increased positive reviews by 3x
- Created social media posts and campaigns to increase exposure

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: Salesforce, Buffer, Word, Bookeo

Skills: Public Speaking, Written Communication, Customer Service, Team Management

Certifications & Training: Certified Professional in Management with the American Management Association

Activities: Entrepreneurship, learning new skills to expand two small businesses

Interests: Improving myself, trying new hobbies, swimming, cooking/baking, spending time with my husband and family, doting on my cat, assembling furniture, creating puzzles and mini escape rooms