

CASE STUDY • CLOSING THE INTERVIEW GAP

How BYU Marriott used precision career readiness to address employer feedback across 14 degree programs.

When employers said resumes looked great but interviews fell short, BYU Marriott combined granular feedback loops with AI-powered practice to measurably improve student performance.

14

DEGREE PROGRAMS
SERVED

+49%

STUDENT GROWTH,
5 YEARS

2,034

STUDENTS ENGAGED

4,986

TOTAL INTERACTIONS

THE CHALLENGE

Pristine on paper. Under-impressive in person.

“Your resumes are pristine. Your interviews are under-impressive.”

RECRUITERS VISITING BYU MARRIOTT

BYU Marriott had a problem resumes alone couldn't reveal. Employers reported student resumes were “spotless,” but the same students under-impressed when they sat down to interview. With a **49% surge in enrollment** over five years, the gap between presentation and performance was widening at exactly the wrong scale.

WHY IT MATTERED

Career outcomes are central to identity.

For a school where placement signals institutional health, lagging results meant the career-services approach had not kept pace with the labor market or the school's own growth. The gap was in interview performance and professional presence, not technical qualifications.

THE APPROACH

Three practices, working together.

- 01

Embedded in the curriculum

Career readiness is taught across all 11 programs and 14 degrees. Some career directors teach the class for their own program because an Investment Banking student needs different prep than a Supply Chain student.
- 02

Quinnacia at scale

Resume analysis, mock AI interviews, and LinkedIn review are available at any hour, across every program, with data the team can act on. Students practice and iterate on their own time.

RESUME

INTERVIEW

LINKEDIN
- 03

Employer lunches

Every visiting recruiter meets 1:1 with a member of the team to discuss what they see at BYU versus other schools, what is different, what to fix. Granular, relationship-based feedback closes the loop.

THE PROOF

Repeat users improved in every area employer feedback identified.

↑ 29.0%

INTERVIEW SCORE LIFT • REPEAT USERS

From an average 275.1 to 355.0 an 80-point lift, right where employer feedback said the gap was.

Students who returned for repeat practice internalized feedback between attempts, arriving at real interviews with measurably sharper performance on audio, video, and content.

INTERVIEW PRACTICE

↑ 29.0 %

The biggest lift was precisely where recruiters told us the gap was.

LINKEDIN REVIEW

↑ 17.4 %

Sharper headlines, summaries, and keyword density making students discoverable.

RESUME ANALYSIS

↑ 9.8 %

Already-strong resumes got measurably stronger across every cohort.

1,160

HOURS • RESUME ADVISING

Returned to the team. More than a full work-week per staffer, per month.

307

HOURS • INTERVIEW COACHING

Available at 2am on a Sunday when no human coach is on call.

IN THEIR WORDS

“Quinn has brought clarity and scale to our team at BYU Marriott when performance and impact matters. Understanding how students are progressing with clear feedback, which drives elevated engagement, is changing the game as our student population continues to grow.”

Quinn Frazier

Assistant Dean & Director, Marriott Career Center • BYU Marriott School of Business

Bring Quinn to your campus

Reach out to your regional partnership manager to explore a pilot.

Matthew Hurley

Partnership Manager

REGIONS • MSPACE & MWACE

matthew.hurley@quinn.io

Jason Dennison

Partnership Manager

REGIONS • SOACE & EACE

jason.dennison@quinn.io