

Vanessa Vucinic

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Summary

I am an urban studies student evolved from a business student, passionate about youth development, transportation reform and community empowerment. I will receive my Bachelor's degree in fall of 2017 and hope to begin my career in Chicago working in sustainable community development and planning or working for a municipality.

Work and Leadership Experience

USC Office of Cultural Relations and University Events

Student Coordinator, August 2015 – Present

- Promoted in spring of 2016 to aid the Campaign Coordinator in drafting proposals for policy changes.
- On game days, I assist with operations and manage of students and oversee the implementation of the new safety initiatives.

(IL-08) Office of Congresswoman Tammy Duckworth

District Director and Outreach Intern, April 2015 – June 2015

- Reported directly to District Director; aided in community outreach efforts by conducting research and creating materials.
- Composed weekly communications to stakeholder groups containing helpful industry financial information.
- Created report detailing current legislation regarding Social Security and Medicare as well as the Congresswoman's efforts.

McAninch Arts Center

Social Media Representative, February 2015 – April 2015

- Responsible for creation of online marketing and social media strategy. Regularly updated, maintained and managed platforms.
- Created hash tags and live-tweeted events, generated stream of event highlights and interactions with fans.

College of DuPage American Marketing Association (AMA) Chapter

Founder and President, December 2014 – June 2015

- Led three marketing campaigns with a team of eleven students aimed at promoting student development and involvement.
- Worked with local businesses, such as Kimmers Ice Cream, to generate sales and increase their presence in the community.

Sikich LLP

Investment Banking Analyst Intern, October 2014 – December 2014

- Performed extensive research and statistical analysis in order to identify both nationwide and global economic trends.
- Conducted research and generated reports regarding Mergers & Acquisitions and current market conditions.

Sikich LLP

Marketing Intern, June 2014 – December 2014

- Created analysis using Microsoft Excel of current customer base, identified opportunities to cross-sell among the firm's various service lines, resulting in increased sales and 4 new marketing campaigns.
- Maintained, updated and assisted in optimization of CRM contact database.
- Developed content for email marketing efforts, thought leadership and website landing pages.
- Drafted articles for external publications and internal newsletters. Participated in brand development discussions.

Volunteer Experience

English and Math Tutor at the Jordan Downs Housing Project in Compton through the LAPD/HACLA Community Safety Partnership, Volunteer with Kicks for Kids playing sports with special needs children at USC, Multiple Sclerosis Association of America Street Squad Ambassador/Volunteer, ~95 service hours completed through Alpha Phi Omega

Education

University of Southern California, Los Angeles, CA; GPA: 3.8

Bachelor of Policy, Planning, and Development, Fall 2017

Activities and Societies: Community Outreach Chair – Residential Student Government, Philanthropy Co-Chair - Alpha Phi Omega

College of DuPage, Glen Ellyn, IL; GPA: 3.88

Associate of Arts, May 2015

Activities and Societies: Marketing Committee - Alter Ego Productions, Presidential Chair – Phi Theta Kappa Honor Society, Alpha Beta Gamma Honor Society, Founder and Chapter President - College of DuPage Chapter of the American Marketing Association

Additional Skills and Qualifications

Certified BrightEdge SEO Professional, Certified in both Leadership and Influence and Effective Communication by U.S. Department of Homeland Security, Market Research Certified by the American Marketing Association, Proficient in Microsoft Office