

Amanuel Tsegaye
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Parkview High School, Lilburn, GA

Graduation Date

GPA: 3.7

May 2022

STUDENT LEADERSHIP & ACTIVITIES

Grade Level

National Society of High School Scholars (NSHSS)

10,11,12

3DE Case Challenges/Study

9,10,11,12

- A partnership between the 3DE program and a business to solve problems in a team setting, using the combination of primary and secondary data. Such problems are solved using the 3DE competencies: creativity and innovation, cultural agility, self-direction, effective collaboration, engaging communication, and critical and analytical thinking

-The Home Depot

10

- Tasked with creating a prototype rendering, concept brief and accompanying presentation with innovations for the in-store experience that will help Do-It-Yourselfers (DIYers) confidently tackle home improvements projects
- Lead a team of three as the team leader, and executive decision maker
- Placed as a 1st place finalist
- [C:\Users\amani\Downloads\Home Depot PPT.pptx](#) (Link to presentation)

-Buckhead Life Group

10

- Assigned with finding ways the Buckhead Life Group can attract a younger millennial and older gen Z target market to their restaurant chain, and what measures can they take to appeal to this demographic
- Lead a team of five as the team leader, and executive decision maker
- Placed as a 3rd place finalist

-LexisNexis Risk Solutions

10

- Researched and proposed an ideal expansion location for a new data center for LexisNexis Risk Solutions to open, and presented findings to a panel of judges, all the while competing with other teams tackling the same issue.
- Lead a team of five as the team leader, and executive decision maker.
- Placed as a 4th place finalist

-ReliaQuest:

10

- Tasked with developing a brand and brand identity under ReliaQuest that attracts college students to the cybersecurity industry and opportunities they can get exposure to under ReliaQuest
- Lead a team of five as the team leader, and executive decision maker
- Placed as a top five finalist

-Spanx:	10
<ul style="list-style-type: none"> • Charged with collecting and analyzing data to determine where SPANX should locate its new warehouse • Lead a team of five as the team leader, and executive decision maker • Placed as a top five finalist 	
-Atlanta Hawks	11
<ul style="list-style-type: none"> • Lead a team of four as the team leader, and executive decision maker • Placed as a 3rd place finalist 	
-Associated Credit Union	11
<ul style="list-style-type: none"> • Tasked with developing a plan to transform the banking branch to allow for in person interactions with optimal convenience • First solo case study • Placed as a top five finalist 	
-Sage	11
-SAP	11
-Edible Arrangements	11

WORK EXPERIENCE	Grade Level
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PresentED	11,12
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- Owner and CEO
 - PresentED is a sole proprietorship business startup I started in the fall of 2020 in my junior year of high school as initially part of a yearlong assignment for my business class but continued the business after the end of the school year.
 - Practiced and utilized scheduling apps such as Calendly and Google Calendar for client scheduling.
Built a website for business (<https://prez-x.jimdosite.com/>) that served as landing page for current and potential customers and main medium of doing business.
 - Responsible for all online marketing, and done through a combination of social media mediums such as Instagram and advertising through Google AdSense
 - PresentED is a service-based business, in which I made presentations (just the supporting visual aid in the form of PowerPoints, Google Slide, etc.) for clients

ReliaQuest Consultancy (Internship)	12
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- Internship type of partnership with 3DE program and ReliaQuest that occupies most of the school year starting October 1st ending the first week of March. The objective being I work in a group of four [including myself] as consultants for ReliaQuest, and develop a report backed with primary and secondary data on ways the company can attract young skilled workers from across different industries
- Lead a team of four as the team leader, and project manager

Parkview Print Shop (Internship)**12**

- Responsible for creating and receiving invoices for print shop orders via email, managing customer order request, and additional customer service via phone or email.

ACADEMIC HONOR**Grade Level****-End of Pathway Assessment (EOPA)****10,11**

- Assessment given after the completion of a course's pathway that tests you on your proficiency in the subject and certifies satisfactory completion of the course.

-Business & Marketing

- Assessment given and passed after completing 3 years of the Business and Marketing CTE course

-National Spanish Test

- Assessment given and passed after completing 3 years of highschool level Spanish course
- Spanish III Honors

Academic Honors Roll**9,10,11,12**

- Maintained a 90 (A) overall throughout highschool

COMMUNITY SERVICE**Grade Level****Volunteer at Church****9, 10**

- Organized and served as staff for fundraising for youth programs in my church and helped gathering and make lesson plans for Sunday school particularly grades 1st to 5th. Gathered resources included reading activities, selected gospel songs for youth choir, and organized fundraisers for said youth group.

Gwinnett County Public Library**9,10**

- Spent the better part of one and half years volunteering every weekend at my local library branch (Mountain Park Library), I was responsible for shelving returned and disorganized books, assisting visitors with finding a book, and assisting elderly visitors with minor technology issues

FBLA**10**

- First club I joined, and place I started to volunteer for school sponsored events and activities outside of school hours. Allowed to apply classroom thought content into real world scenarios in the form of competitions and acquire additional leadership skills.

DECA**12**

- Following the termination of club FBLA I joined DECA to continue practicing business application in the real world, but also pursue more community service opportunities. Lead to volunteering an average of 2 hours every day of the school week (Monday-Friday) from September 1st through December 3rd at the local Elementary school.