

Gus Costalas

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EDUCATION

Syracuse University, School of Information Studies

Candidate for a B.S. in Information Management and Technology

May 2016

- **GPA:** 3.44 | Major GPA: 3.7
- **Dean's List:** Fall 2013 - Present
- **Study Abroad:** Madrid, Spain

May 2014 – July 2014

PROFESSIONAL EXPERIENCE

Atlantic Records, New York, New York

June 2015 – August 2015

Digital Marketing Intern

- Tracked bi-weekly data analytics for artists across all social media and digital streaming platforms
- Developed optimal social media and Ad Buy strategies for various artists of scale
- Collaborated with five other interns to create a marketing plan for a band as part of the summer intern project

Somali-Bantu Community Association, Syracuse, New York

August 2015 – December 2015

Capstone Scholar

- Designed and developed a website for the non-profit organization using HTML, CSS, WordPress, and JavaScript
- Communicated effectively with client via weekly status and progress reports to ensure deadlines were met
- Completed the project by meeting the needs of the organization using the Systems Development Life Cycle

Spotify, Syracuse, New York

January 2014 – May 2015

Campus Influencer

- Promoted products and services by integrating Spotify into music moments and shared experiences on campus
- Established member recognition programs that familiarized members with Spotify promotions and brand culture
- Measured the performance of product and consumer interest via URL traffic and survey completions

LEADERSHIP ROLES & ACTIVITIES

EntreTech NYC, New York, New York

May 2015

Program Scholar

- Selected from 200+ applicants for a one week highly interactive digital immersive program
- Visited and interacted with various companies, entrepreneurs, and venture capitalists, e.g. LinkedIn

Sigma Chi Fraternity, Syracuse, New York

March 2014 – September 2015

Recruitment & Philanthropy Chair

- Planned and implemented a successful chapter recruitment program that increased chapter membership by 33%
- Coordinated week-long philanthropy, "Derby Days" that raised over \$20K for the Children's Miracle Network
- Implemented viable technology solutions that increased overall fundraising by 25% from the previous year

Sigma Chi Horizons Leadership, Snowbird, Utah

July 2014 – August 2014

Program Scholar

- Selected from 400+ applicants for an intensive one-week reflective leadership development program
- Developed suitable techniques and methods with my peers to enhance personal development

Syracuse University Club Baseball Team, Syracuse, New York

August 2013 – Present

Captain, Vice President

- Performed business assessment of core functional processes for the team
- Developed the schedule and travel arrangements for upcoming seasons

SKILLS AND INTERESTS

- **Relevant Coursework:** Introduction to Java Programming & Application Design, Web Design & Management, Social Media in the Enterprise, Systems Administration, Information Analysis of Organizational Systems, Managing Information Systems Projects, Professional Issues in Information Management and Technology
- **Languages, Software & Systems:** Java, HTML/CSS, PHP, JavaScript, VMware, WordPress, Adobe Photoshop, Microsoft: Word, Excel, PowerPoint, Visio, Outlook
- **Interests:** Extensive travel throughout Europe, Music Management, Baseball, Alpine Skiing, and Silicon Valley