

## Michael Tsidulko

70 Oceana Drive West, Brooklyn NY 11235  
Cell: 347.306.8766 | E-mail: michael.tsidulko@gmail.com

### Mission:

I am a recent graduate and Fulbright scholar with experience successfully selling to difficult audiences. I'm looking for an early-stage startup with excellent mentors to help me learn how to be the best salesman I can be.

### Experience

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- Boston Startup School**, *Sales and Business Development*, Cambridge, MA *June 2012 to Present*
- Sales and Business Development track at TechStars Boston spinoff—six week mentor-based bootcamp for learning how to be hyper-effective at startups.
  - Learning to “do” by practicing sales skills and working on various startup projects with rotating teams.
- Fulbright Scholarship**, *English Teaching Assistantship*, Dimitrovgrad, Bulgaria *August 2011 to June 2012*
- Taught English and entrepreneurship to grades 9-12 in Dimitrovgrad, Bulgaria.
  - Launched “TweetDrive Bulgaria,” a student-driven social media fundraising campaign for local orphanages. The students raised over 500 leva and 80 bags of clothing; the project spread to four cities across Bulgaria.
  - Advised the municipality on small-business ventures and technology investments.
- William & Mary Writing Center**, *Consultant*, Williamsburg, VA *October 2007 to May 2011*
- Selected by faculty for excellent communication skills and further trained to provide personal consultations.
  - Advised individuals and groups on written and verbal projects, ranging from analytical research assignments to persuasive speeches to graduate-level dissertations.
- IVY LLC**, *Director of Sales and Marketing*, Brooklyn, NY *May 2009 to August 2010*
- Led sales and promotional campaigns for corporate-client based bakery, researched clients and competitors to secure contracts with customers, including Martha Stewart Omnimedia, Turner Broadcasting, Time Inc., and JP Morgan.
  - Expanded local customer base by using social media in combination with “permission-marketing” principles.

### Other

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- Senior Class Gift**, *Chair*, Williamsburg, VA *March 2009 to May 2011*
- Ran a year-long major fundraising campaign designed to cultivate a culture of lifelong giving to W&M.
  - Designed and trained a team of student leaders and managed overall strategy, marketing efforts, and event planning; engaged with local businesses and the W&M Office of Development to create mutual incentives.
  - Sold a class of seniors with no money to give back to their university, and broke the all-time records for the highest class participation, largest total amount raised, and highest average gift amount.
- College of William & Mary**, *Senior Class President*, Williamsburg, VA *March 2009 to May 2011*
- Led the Class of 2011; coordinated and executed major campus-wide events, organized and led campus policy proposals, and rallied spirit to maintain a cohesive class culture.
  - Convinced prominent alumni and the Board of Directors to provide a \$50,000 allocation for a Charter Day Concert.
  - Represented the Senior Class; sat on committees and boards with high-level administrators and fellow student leaders.
- One in Four**, *President*, Williamsburg, VA *March 2010 to May 2011*
- Directed the flagship chapter of a national all-male sexual assault education group which presents the research-based “Male’s Program” to every incoming male student at W&M.
  - Led a group of 50 men and managed the executive board, supervising the areas of fundraising, publicity, alumni-relations, selections, and coordination with the national office.
  - Personally presented to over 1000 men, including college students, soldiers, and community groups, as well as at a national sexual assault conference; conducted workshops and educated new training classes of members.
- W&M Student Assembly**, *Chair, Undergraduate Council*, Williamsburg, VA *March 2009 to May 2011*
- Coordinated the efforts and projects of the elected class officers of the W&M Student Assembly.
  - Fostered deliberation, analytical problem-solving, and teamwork amongst student leadership; oversee a combined budget of over \$25,000; direct major W&M traditions, such as Homecoming.

### Education

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**College of William and Mary**, Williamsburg, Virginia *May 2011*  
Bachelor of Arts, Overall GPA: 3.64  
Majors: Economics | Political Theory (self-designed)

### Other Activities and Skills

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**College of William & Mary**, *President’s Aide*, Williamsburg, VA *Sept. 2010 to May 2011*  
**Bosnia Project International Service Trip**, *Team Member*, Bosnia and Herzegovina *Summer 2010*  
**W&M Dance Marathon**, *Director of Outreach*, Williamsburg, VA *Sept. 2009 to April 2010*

**Language Skills:** Russian (fluent), Bulgarian (conversational), Serbo-Bosnian Croatian (beginner).

**Software Skills:** Fast learner. Strong proficiency in Microsoft Office, including Excel; experience with SPSS and STATA