

EDUCATION**Boston College-College of Arts and Sciences**, Chestnut Hill, MA**September 2008-May 2012**

Major: Communication, Minor: Philosophy

Cum. GPA: 3.94, Summa Cum Laude, Top 1% of Class

HONORS

- 2012 BC Seed Social Venture Competition | Winner
 - 2012 BC Venture Competition | 3rd Place
 - 2011 BC Venture Competition Elevator Pitch Competition | Audience Choice Winner
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OBJECTIVE & EXPERIENCE

A challenging marketing position with an early stage company where my experience in social media marketing and online sales combined with my strong oral and writing skills will contribute to the business's success.

Boston Startup School, Cambridge, MA**June 2012-July 2012***Marketing Student*

- A post-graduate, skill-based program for students interested in the startup scene
- Gained practical marketing skills and experience from real world projects

Maji Water Bottles, Chestnut Hill, MA**October 2011-Present***Founder, Managing Director*

- Founded a water bottle company intent on bringing clean drinking water to villages in developing nations
- Directed all aspects of the venture including product design, web-marketing, pricing, promotions, & distribution
- Built a network of campus representatives at 10 universities nationwide
- Used \$1200 initial capital to generate \$7000 in sales in the first 3 months of operation
- Won \$4,000 from venture competitions and accelerator programs

Boston College ITS Communications and Training, Chestnut Hill, MA**August 2009-May 2012***Lead Student Technology Specialist*

- Created and maintained campaigns to drive student awareness and utilization of ITS services
- Coordinated the department's transition to a new Content Management System (Day)

LSN Mobile, Atlanta, Georgia**June 2011-August 2011***Operations Intern*

- Tested and submitted iPhone, iPad, and Android applications for 250+ local news affiliates
- Active team member optimizing client application graphics and screenshots

Langoor Web Design and Development, Sydney, Australia**February 2011-June 2011***Business Development and Marketing Intern*

- Worked directly with founder on all online marketing efforts including a contest to promote the launch of Langoor's new Content Management System, collecting over 18,000 unique email addresses
 - Managed public relations events, social media and internet forums, industry and trade shows, and email campaigns for Langoor
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LEADERSHIP ACTIVITIES**Word of Mouth Public Speaking Club****August 2008 – May 2012***President, Forum Leader*

- Launched extensive recruitment campaign that doubled the size of the club (100+ members)
- Balanced the budget for first time in club history, raising over \$6000 from parents and alumni
- Built a new club website (whatiswom.com) optimized for search engines

Advanced Leadership Training**January 2012 – April 2012***Spring 2012 Instructor*

- Used semester-long competition to recruit and develop new leaders for Word of Mouth
 - Organized 10 challenge events throughout the semester to build leadership skills among members of the organization
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Boston College Study Abroad**Fall 2010 – Spring 2011**

- Athens, Greece (Fall 2010) & Sydney, Australia (Spring 2011)
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SKILLS Search Engine Optimization, Professional Speaking and Presentation Skills, Online Marketing, Website Design, Photoshop