

VAISHALI R

GEOGRAPHY: Geographically Flexible, Northern California and Bay Area, Southern California
INDUSTRY: [Marketing/Advertising](#), [Consulting/Management](#), [Consumer Products/Retail](#), [Sales](#), [Start-Ups](#)

Education

Scripps College | *Claremont, CA*

Expected May 2015

- Bachelor of Arts in Economics and French (3.51)
- Dean's List (Spring and Fall 2013)
- Relevant Coursework: Econometrics, Statistics, Calculus, Industrial Organization, French/English Translation

Internship in Francophone Europe | *Paris, France*

January –May 2014

Université de Nice | *Nice, France*

August –December 2013

- Study abroad facilitated by Sweet Briar College Junior Year in France

Relevant Experience

Phonathon Caller *Scripps College Scripps Fund* | *Claremont, CA*

October 2011 —September 2014

- Fundraised over \$40,000 as a representative of the college through outreach initiatives aimed toward alumnae, parents, and friends

Consumer Insights Intern *DineEquity, Inc.* | *Claremont, CA*

June —August 2014

- Consolidated relevant data from recent Segmentation study to streamline data trend process for marketing and finance department
- Consulted executives on more competitive marketing strategies for menus and ads
- Collaborated on a team of 6 to improve brand global impact

Foreign Commercial Service Intern *U.S. Commercial Service* | *U.S. Embassy Paris, France*

March —May 2014

- Full-time internship for class credit through Internship in Francophone Europe study abroad program
- Assisted in preparation of World Franchise Expo 2014 U.S. booth showcasing over 20 different brands
- Adapted and compiled 3 market research reports on the cosmetics industry for the Cabinet including big retailers such as Galleries Lafayette

Marketing Intern *Pasadena Community Foundation* | *Pasadena, CA*

May —August 2013

- Managed all online publicity including writing and editing 6 publication and press releases, updating and editing entire website and sending weekly email updates
- Optimized Facebook page through increasing page likes and reach by 300%

Leadership Experience

Peer Health Educator *Sallie Tiernan Field House* | *Claremont, CA*

September 2014 —Present

- Encourage, support and advance healthful living on campus
- Design programs and innovative outreach on various health topics with team of 6

Tour Guide *Scripps College Office of Admission* | *Claremont, CA*

September 2011 —Present

- Lead tours by effectively communicating high quality academics and residential life to constituents and parents

Senior Class Representative *Scripps Associated Students* | *Claremont, CA*

August 2014—Present

- Organized 8 bonding events for senior class
- Active voting member on event planning board

On-Campus Events Coordinator *Scripps College Office of Admission* | *Claremont, CA*

August 2012 —May 2013

- Organized 5 events geared toward prospective admits with up to 300 people attending each event
- Directed and led over 100 student volunteers at each event

Gold Award Recipient *Girl Scouts of Greater Los Angeles Area* | *Pasadena, CA*

September 2011

- Raised \$700 to refurbish pantry at Door of Hope, a homeless rehabilitation center in Pasadena, CA
- Planned and executed a healthy lifestyle workshop for 20 residents

Skills

- Computer: Microsoft Office Suite, Stata, Photoshop, Paint, Adobe Dreamweaver, Windows, Apple
- Social Media: Google, Twitter, Facebook, Tumblr, Youtube, Instagram, Blogspot, WordPress, Pinterest
- Language Proficiency: Fluent in French
- Hobbies: Yoga, Ukulele, Surfing, Hiking, Baking, Live Music, Multi-Media Art, Photography