

EDUCATION

Northeastern University, D'Amore-McKim School of Business

Bachelor of Science in Business Administration, *cum laude*

Concentrations: Marketing and Accounting | Minor in International Affairs

Awards and Activities: Dean's Scholarship; Fashion and Retail Society; Women in Business; UTSAV; NU Marketing

Association; Northeastern African Student Organization

Study Abroad Semesters: Instituto Cultural Brasil Estados Unidos (ICBEU) in Belo Horizonte, Manaus, Brazil – May 2013 to June 2013; DERE: American College of Greece in Athens, Greece – May 2014 to June 2014

Boston, MA

August 2014

GPA: 3.3

Phoenix Country Day School

Activities: Varsity Cheer Captain, Varsity Swim Captain, President of Junior Statesmen of America

Paradise Valley, AZ

June 2010

EXPERIENCE

Eccretive – Marketing Intern

July 2014 – Present

- Implement an online marketing strategy to align with client's business goals
- Utilize WordPress, Joomla, BizzApp, and more to create an effective and easy-to-use new website for clients
- Edit pictures and content to enhance the client's mission and product

WS Development - Field Marketing Co-Op

July 2013 – January 2014

- Plan seasonal events and grand openings for over 50 centers throughout the Northeast
- Create materials to unify marketing campaigns throughout the company
- Solely responsible for creating social media blasts and campaigns for shopping centers through various channels
- Create advertising campaigns to assist stores, small business, and to boost overall sales
- Travel to various centers to meet directly with marketing coordinators and establish holiday plans

Rangila Rhythms Competitive Dance Troupe - Founder and Captain

September 2011 – April 2014

- Founder of Northeastern University's first all-girls fusion dance team
- Organized team building and lead choreography for a team of 18 girls from all around the Boston area
- Lead the team to competitions around the country, including a first place win at Purdue University, Illinois

Sevenology - Social Media/Merchandising Intern

February 2013 – July 2013

- Assisted with rebranding and re-launching Seven Halos into "Sevenology"
- Set up all social media sites, created advertising campaigns, assisted with launch party for new branding

Steve Madden Ltd. - Sales Associate

May 2011 – December 2011; September 2012 – December 2012

- Arranged merchandise displays according to prescribed company format
- Implemented suggestive selling techniques to achieve individual daily sales goals of \$900 - \$2,000
- Recognized as one of the top 10 sales associate in the district

WGBH Educational Foundation - Executive Management Co-Op

January 2012 – June 2012

- Provided high-level support to CEO and COO in person and by phone
- Maintained strict confidentiality in preparing reports, presentations, and budgets
- Kept records up to date according to established corporate processes and budgets
- Input, approved, and tracked foundation-wide vendor expenditures using Lawson™ Enterprise Planning Software

SKILLS/INTERESTS

Computer Skills: Microsoft Word, PowerPoint, Excel, Publisher; Photoshop; Social Media (Facebook, Twitter, Instagram, Pinterest, LinkedIn); Microsoft Outlook, iCloud, WordPress, Joomla, BizzApp

Languages: Conversational Spanish and Gujarati. Limited proficiency in Portuguese and Greek

Volunteer Experience: Founder of Nepalese/Bhutanese Refugee Organization (help refugees transition to their new lives in America by collecting donations and teaching English), Various volunteering initiatives in Brazil, Cooking and serving food at the Hindu temple (Nairobi, Kenya), Assisting backstage at fashion shows hosted by Northeastern's Haute Fashion Club, Volunteer to help dance teams prepare for competitions (hair and makeup)

Interests: Fashion, Entertainment, Sports, Dance (10 years traditional Bharatanatyam), International travel (17 countries)