

Kalkidan Ashenafi

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EDUCATION

The King's College

B.S., Business Administration

- Major GPA: 3.5/4.0
- Academic Honors: Presidential Scholarship

New York, NY

Aug 2012 – May 2015

Cottey College

Areas of focus: Marketing, Art

- GPA: 3.8/4.0
- Academic Honors: President's List, Dean's List, Phi Theta Kappa

Nevada, MO

Aug 2010 – May 2012

EXPERIENCE

MDG Global Watch

Research Scholar Intern

- Conducted research under the supervision of Dr. Abraham Joseph, Senior UN Advisor for Government of Timor-Leste, on entrepreneurial growth in Ethiopia
- Ran phone consultations with business owners/managers in Ethiopia to gather their input on private sector growth
- Evaluated the growth potential for a new business venture in the textile industry by conducting market analysis
- Studied macro and micro level economic impact of private investment in Timor-Leste, one of Asia's rapidly growing economies, and made suggestions that will enable similar success in Ethiopia

New York, NY

June 2014 – Current

Happy Hearts Fund

Marketing and Communications Intern

- Improved the organization's SEO by tracking keywords, analyzing data from Google Analytics, and crafting ads using AdWords
- Translated social media marketing data into action-oriented reports for Communications Manager
- Wrote social media posts and summary of proposals for funding
- Identified and corrected errors on website content by using WordPress

New York, NY

Feb 2015 – April 2015

Business Plan – Skidoodle

Cocreator

- Co-developed a full business plan for an interactive NYC social event app that connects users to their friends to vote on their favorite last minute activities and purchase tickets directly from the app
- Identified consumer preferences, market size, trends, and growth potential through primary and secondary research
- Built Excel models of financial statements, company valuations, including sensitivity analysis
- Received recognition from three Venture Capitalists upon completion of a PowerPoint presentation and a written business plan

New York, NY

Aug 2014 – Dec 2014

Capsim Simulation Competition

Participant

- Member of a team that ranked 4th in a nationwide business strategy simulation competition
- Analyzed financial reports after each simulation round to refine business tactics, overall strategy, and surpass competition
- Received a Still Waters Run Deep Award for completing as the market leader in an individual business strategy competition

New York, NY

Jan 2014 – Dec 2014

IAMETHIOPIA

Author

- Created a blog for an online marketing project to promote cultural awareness of Ethiopia in the U.S.
- Increased loyal readership 60% in four months by implementing effective social media marketing
- Enhanced marketing strategies by analyzing data from Google Analytics and Blogger

New York, NY

Aug 2013 – Dec 2013

LEADERSHIP

Student Government Association, Cottey College

Treasurer

- Led the Student Government weekly meetings in the absence of the Student President
- Reduced costs 35% by resourcefully allocating \$20K to 50 campus clubs
- Resolved the clubs' financial problems by collaboratively working with the Budget Team as Chair of the committee

Nevada, MO

Sep 2011 – May 2012

Golden Key, Cottey College

Student Ambassador

- Led group campus tours of 5 - 20 visitors per month
- Represented Cottey College at national conferences and other networking events, such as Alumni Visit Week

Nevada, MO

March 2011 – May 2012

ACTIVITIES & OTHER

- Poverty alleviation in fragile states – Volunteer Assistant Coordinator at Infopoverty World Conference (U.N.)
- **Organizations:** International Friendship Circle, Costume Production (Volunteer Head Seamstress)
- **Language Proficiency:** Native Amharic, French (Basic proficiency)
- **Interests:** Fashion Design, Adobe Photoshop, Mathematics, Historical Biographies, Event Planning