Cierra Vereen

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# EXPERIENCE

Party Entertainer,Parties with Pizzazz, Memphis, TN — 2013—present

A local business that employs teens and young adults as party specialists in a range of different events all over the greater Memphis area. My duties include face painting, balloon twisting and facilitating different events.

Finalist, Let’s Innovate Through Education, Memphis, TN — 2016—present

Selected as one of 50 finalists out of an applicant pool of 2,000 students to be trained as an entrepreneur. Developed 21st century skills such as marketing, budgeting, communication, and public speaking through a 6-month rigorous curriculum. Pitched entrepreneurial idea in front of 400 people at Pitch Night. Scored in the top 20% in terms of 21st century skills. The program was selected as one of the 20 ideas that can change the world by Forbes Magazine and as a finalist for the Obama Foundation Fellowship.

Executive Director, Adoptify, Memphis, TN — 2016—2018

A non-profit organization that aids in helping pets get adopted. Designed a website platform that helps pets get matched with potential owners. Built relationships with a variety of stakeholders in the animal community. Managed three social media platforms. Invested and analyzed social media ad purchases to increase customer conversions for adoptions of pets.

Imagine U Collegiate Accelerator , Memphis, TN — Summer 2018

The accelerator allows twenty-three students from seven local colleges to work together on new startups. The students in the program learn innovation methods, business modeling, validation and paths to fundraising. They also work on elevator pitches, giving peer feedback, conducting customer discovery interviews, developing prototypes and meeting potential business mentors and funders. Among the various start-up ideas, I was able to help lead a start-up focused on a mission to alleviate mental illness in the forms of stress, anxiety, and energy by means of incorporating essential oils/aromatherapy into everyday lifestyles as Chief Information Officer (CIO)

# EDUCATION

Colorado State University, Fort Collins, Colorado — Bachelors of Science, 2017-2018

Whitehaven High School, Memphis, Tennessee — High School Diploma, 2017

# SKILLS

Microsoft Office, Social Media Networking, Marketing, Public Speaking, and Budgeting.

# Community Service/Volunteering

Bridge Builders, 2015-2017 — Various community service and leadership activities spread over the span of two years.

Memphis Zoo Boo, 2016 — Dressed as Bamboo the Panda, greeted visitors, passed out candy, and took pictures.

Memphis Zoo Lights, 2016 — Dressed as Bamboo the Panda, greeted visitors, passed out candy, and took pictures.

Memphis Zoo General Volunteer, 2018— Long-term volunteer that adheres to an ongoing schedule and comes regularly to the Zoo to do various tasks.

Colorado State University RamRide, 2017 — A safe ride home for university students during nights out. (Volunteer Navigator)