

Current Address:
928 East 3rd Street
Bloomington, IN 47406

Elana L. Barlev

ebarlev@iu.edu
908-907-2257

Permanent Address:
61 Telegraph Hill Road
Holmdel, NJ 07733

EDUCATION & HONORS

Indiana University, Kelley School of Business, Bloomington, IN

May 2021

Bachelor of Science in Business

GPA: 3.5/4.00

Majors: Marketing, Entrepreneurship and Corporate Innovation, Professional Sales

Honors: Direct Admit - Exceeded GPA and test score qualifications for initial acceptance

Retail Workshop

- Selected by faculty as 1 of 25 students to participate in an academic program designed to develop comprehensive knowledge of the retail industry from a corporate perspective through interaction with industry leaders and on-site visits

COLLEGIATE INVOLVEMENT

Collegiate Entrepreneurs Organization

September 2017 – Present

Chief Marketing Officer and Freshman Representative

- Highlight CEO's values and brand through multiple social media outlets
- Design and purchase apparel and accessories to make available for sale to organization members
- Oversee Director of Apparel to ensure deadlines are met and responsibilities are completed to satisfaction
- Serve as member of Executive Board; assist in objectively connecting the general club to the board

OMNI at Kelley

September 2017 – Present

- Explore and remain knowledgeable regarding fashion and retail industries
- Build relationships with like-minded students and professionals within the industry through workshops and informational presentations

Indiana University Dance Marathon

January 2018 – Present

Co-Chair of Apparel

- Lead various subcommittees in fundraising and planning for the annual dance marathon as a member of the Finance Chair Board
- Utilize Adobe Photoshop editing software to design several graphics for apparel launches throughout the year
- Collaborate with the Apparel Subcommittee to design and finalize all IUDM apparel

Aldi Case Competition

April 2018

- Created a virtual representation of an Aldi consulting proposition
- Achieved 1st place out of nearly 200 teams
- Presented to Aldi executives; offered a trip to visit the Aldi Chicago Headquarters

LEADERSHIP EXPERIENCE

Member of High School Student Advisory Board

Elected President

September 2014 – June 2017

- Organized and held schoolwide fundraisers resulting in funding for a number of school-wide events and scholarships
- Constructed Student Advisory Board (SAB) social media accounts to spread information to the community
- Led four high school tours for perspective incoming students yearly; including aiding parents during back-to-school nights
- Planned Junior and Senior proms through student council by collaborating professionally with event venues and incorporating the wishes of the student body into all decisions
- Attended leadership workshops held at a number of local colleges
- Reviewed and approved requests for new school events and fundraisers

WORK EXPERIENCE

Anthropologie Customer Associate

May 2018 – August 2018

- Supported the store leadership team through the cultivation of a store environment that surprises and delights customers each time they walk through the doors
- Provided exceptional service in all aspects of the sales floor by greeting customers, selling, maintaining product knowledge, styling, cash wrap, restock and overall shop keeping

SKILLS & INTERESTS

Personal Health • Retail • Entrepreneurship • Student Government