

# SHALEEN SHETH



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## EDUCATION

CANDIDATE FOR BACHELOR IN  
BUSINESS ADMINISTRATION • MAY  
2020 • BABSON COLLEGE: SCHOOL OF  
BUSINESS  
INTENDED CONCENTRATIONS:  
FINANCE AND MARKETING

## CAREER OBJECTIVE

I want to pursue a career where I can  
utilize marketing strategies and tools to  
grow social ventures and philanthropic  
organizations.

## OBJECTIVE

I am interested in joining the Alpha Kappa Psi brotherhood because it is a great opportunity to surround myself with driven, communicative, and passionate individuals who can help me grow both personally and professionally.

## EXPERIENCE

### ASSOCIATE INTERN • ERIC MOWER & ASSOCIATES • MAY 2017 – AUG 2017

Selected influencers for client's marketing, planned marketing events for clients, created media lists targeted toward different industries, managed social media platforms such as LinkedIn and Medium, designed infographics.

### CHIEF SALES OFFICER • STICK.IT • JAN 2017-MAY 2017

Developed a sales strategy for a student startup that lead to over 400 sales.

### YOUTH AMBASSADOR • AKSHAYA PATRA FOUNDATION • AUG 2014 – AUG 2016

Lead a team of youth ambassadors at fundraising events such as expos and galas, raised \$1800 per year so students in India has access to nutritious meals.

### Marketing Intern • SAHELI BOSTON • MAY 2015 – AUG 2015.

Nonprofit dedicated to empowering South Asian domestic violence victims. Assisted clients with finding accessible legal help, developed relations with local media and local women's shelters, helped clients with career placement, planned open house event for 100 attendees.

### Press Assistant • SENATOR BARRY FINEGOLD'S CAMPAIGN FOR MASSACHUSETTS STATE TREASURER • MAY 2014 – SEPT 2014

Created infographics and social media content for different political issues in Massachusetts, created short promotional film titled "A Day in the Life on the Campaign Trail", managed social media platforms and publicity events.

### Editorial Intern • INDIA NEW ENGLAND NEWS • MAY 2012 – AUG 2012

Selected guests for interviews, helped video content ranging on subjects such as healthcare, entrepreneurship, and music.

