

Jaida Copeland

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EDUCATION

The Pennsylvania State University

Smeal College of Business

Bachelor of Science in Corporate Innovation and Entrepreneurship

Sustainability Leadership Minor

University Park, PA

December 2025

GPA: 3.58/4.00

Dean's List (4/6) semesters

Study Abroad

New Zealand/ Australia

Penn State Global Business and Sustainability (3 credits)

May 2023

- Connected with leading international brands to discuss strategic investments and commitment to sustainability practices and discussed corporate responsibility and circular economy practices with students from other universities.
- Studied sustainable development principles and local sourcing while connecting theory with real-world experiences.
- Visited a variety of non-profit organizations to learn about upcycling and participated in street clean-ups.

INTERNSHIP EXPERIENCE

Penn State Sustainability

State College, PA

Sustainability in the Workplace Internship

August 2024 – Present

- Planned and developed implementation of educational programming in support of the Sustainable Labs Program, where consultants conduct audits throughout Penn State's labs to create greener operations.
- Organized a University-Wide Employee Resource Group to initiate greater faculty sustainability engagement.
- Developed and refined educational resources like the Green Paws Certification Program.
- Worked alongside the Penn State Sustainability Department to integrate sustainability into professional training.

Penn State Sustainability

State College, PA

Sustainable Lab Consultant

August 2024 - Present

- Evaluated laboratory practices and procedures to identify areas of improvement in sustainable practices.
- Diagnosed sustainability issues in a research lab while generating and communicating solutions to lab members.
- Analyzed and quantified data to implement positive change in a lab setting.

World Wildlife Fund (WWF)

Washington, DC

Markets Institute Business Case Undergraduate Internship

June 2024 – August 2024

- Researched and evaluated social media platforms to determine successful engagement tactics with consumers to encourage actionable insights for measurable change among non-profit organizations and private sector companies.
- Curated visually appealing deliverables, including reports and presentations, to effectively communicate research findings and recommendations to assist with mass communication for Climate Week 2024 projects.
- Analyzed business case studies related to pre-competitive knowledge in the food industry to measure and compare the efficiency of 18 different models.
- Presented findings to stakeholders, highlighting key insights and strategic recommendations to enhance consumer engagement and promote sustainability initiatives within the food trade industry.

CAMPUS INVOLVEMENT

NET IMPACT

State College, PA

Sustainability Consultant

August 2024- Present

- Collaborated with Penn State Dining to create tailored sustainability plans to eliminate food waste from dining halls.
- Developed and advised on strategies for optimizing resource use to enhance operational efficiency for future projects.

SKILLS & INTERESTS

Skills: Excel, PowerPoint, Word, Canva, InDesign, Adobe Acrobat, Google Suites

Interests: Travel, Sustainable Development, Service-Based Projects, Research, Outdoor Activities, Yoga