

# RUTH DEJENE

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## EDUCATION

**Columbia University** • New York, NY - B.A.

2020 - 2024

*Relevant Coursework:* Principles of Economics, The Social World, Science of Psychology, University Writing, Intro to Statistical Reasoning

*Activities and Societies:* Columbia College Student Ambassadors (Outreach Team), CU Black Pre-Professional Society, African Student Association, Columbia Marketing Club

## EXPERIENCE

**Mully Lingua** - *Social Media Coordinator and Marketing Intern*

May 2020 - August 2020, Washington DC

- Created and led marketing campaigns which helped build the brand image and worked on outreach by expanding the company's network and writing official statements
- Managed all social media posts and created graphics that targeted the ideal audience as well as improved company accessibility by creating a Facebook group for customers
- Used social media analytics to improve the brand and implement techniques that greatly increased social media presence on Instagram and Facebook

**Mully Lingua** - *Cultural Ambassador*

May 2020 - December 2020, Washington DC

- Built a business model that expanded tutoring services, increased profit, and provided enriching language and culture immersion while cutting down on costs
- Organized, ran, and created content for several language programs along with initiating new types of activities that shaped the company
- Adapted services to the virtual environment and created effective teaching materials and methods from scratch

## LEADERSHIP

**The Women's Network** - *VP of Diversity and Inclusion*

January 2021 - Present

- Foster and develop relationships with other organizations on campus and lead efforts to recruit members from various backgrounds for one of the largest organizations on campus

**Circa Academics and Foreign Affairs** - *Executive Board Member*

October 2020 - Present

- Organize and host guest speaker events and talks about international affairs as well as participate in panels about politics and facilitate political dialogue within the club

**Make-A-Wish Annual Fundraiser at Justice HS** - *Founder and Organizer*

2017 - 2020, Falls Church, VA

- Founded and organized annual fundraisers for the Make-A-Wish Foundation through which I have independently raised more than \$6,000
- Built the highest-grossing high school fundraiser for Make-A-Wish and the most successful in the school's history

**Whitefield CRC Tutoring Center** - *Founder and Manager*

2017 - 2020, Arlington, VA

- Founded and managed a tutoring center for elementary school students in low-income housing
- Recruited and managed tutors as well as increased services and capacity by 300%

## SKILLS

- Amharic: *Fluent*
- Spanish: *Proficient*
- Microsoft Excel, Powerpoint and Word
- Canva
- Leadership
- Public-Speaking
- Communication
- Problem-Solving

## HONORS

- Keynote Speaker at Georgetown University - *since 2019*
- IB Diploma and Special Certificate
- Make-A-Wish Foundation Recognition
- Kyra Tirana Barry and David Barry Scholarship
- Justice HS Scholarship