

RUTH DEJENE

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EDUCATION

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

2020 - 2024, GPA: 4.1/4.0, Dean's List

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

Jumpstarting Aspiring Developers and Entrepreneurs - Selected Participant

January 2021

- Facilitated discussions with executives, venture capital investors, product managers, and software engineers and launched a website in a selective program in the NYC startup scene

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
- Basic HTML, CSS, and JavaScript
- 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