

Steny Kannankara

Accountant / Marketer

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EDUCATION

Iona College | *Hagan School of Business*
New Rochelle, NY (AACSB Accredited)
MBA Public Accounting
2017 – 2018

Iona College | *Hagan School of Business*
New Rochelle, NY (AACSB Accredited)
BBA Marketing | GPA 3.5
2012 – 2016

PROFESSIONAL EXPERIENCE

Rockland Conservatory of Music | *Social Media Coordinator and Research Intern*
March 2018 – Present

- Plan and implement marketing strategies to increase brand awareness via social media
- Assist with development and design of a new website to attract clients while integrating SEO strategies
- Produce content and edit video for use in advertising and media packages

Bergenfield United Soccer Club | *Assistant Coach U10-Team*
October 2016 – Present

- Create budgets and forecasts under deadlines to achieve yearly cost savings.
- Train the youth to be teammates and leaders both on and off the field.
- Assess individual players as well as club goals to assemble a successful team.

Century 21 Department Store | *Associate*
October 2016 – December 2016

- Monitored store financial assets and sale transactions.
- Responsible for new hire orientation including training, corporate policy and expectations
- Organized and set up of show floor product displays.

Bergen Catholic Technology Department | *Senior Technology Consultant*
June 2014 – May 2016

- Supervised a team of junior consultants on department processes.
- Managed student account database and tech inventory.
- Provided student consultation on school-provided technology.

SKILLS

Strategic Planning
Database Management
Data Analysis

Excel
QuickBooks
Access

Marketing
Malayalam (Speaking)
Spanish (Limited)

PROJECTS/INVOLVEMENT

Marketing Club | *Social Media and Public Relations Chair*
September 2014 – May 2016

- Prepared marketing materials for recruitment and promotion of events.
- Managed social media account, spreading awareness of the club's activities and accomplishments.
- Strategized and executed events and service projects.

Diversity Club | *Co-founder and Treasurer*
January 2014 – May 2016

- Performed all the duties listed in the Marketing Club section above.
- Created budgets for club finances and ensured timely payments.