DSF Consulting Group

2016-2017
Advisory Services

Consulting Services

**PROJECT MANAGEMENT**
Let us build your pipeline, determine strategic deliverables plus manage your team to complete more impactful on-time projects

**DIGITAL MARKETING**
Let us design a winning digital media and marketing package for your targeted campaign, event or opportunity

**FUNDRAISING**
Let us identify diversified funding resources to fuel your projects including possible investment of our own funds

**EVENT MANAGEMENT**
Let us streamline event logistics so that you can focus on outcomes and provide value to your constituents through effective events

Competitive Advantage

**THOUGHT PARTNERS**
A diverse portfolio of project management clients means more expertise to lend to your own organizational challenges

**BRAND MAKERS**
Inside knowledge of campus resources, policies and procedures means we can secure more meaningful placements

**TRAIL BLAZERS**
Leverage existing strategic fundraising relationships to drive more business and enhance value

**GAME CHANGERS**
Align with school and community outcomes for stronger partnerships with bigger wins

_School of Business Dean’s Student Forum 2016-17_
About DSF Consulting Group

Structured like a consulting firm, DSF Consulting Group are thought partners between the student body and the Dean in support of relevant issues that concern the sustainability and continued progress of the School of Business by advancing 3 strategic outcomes:

- Enhance SB communication
- Develop an SB competitive advantage
- Manage as a performance driven organization

Our first priority is to provide faculty, student and community partners with credible project oversight. However, based on client demand, DSF Consulting Group will manage additional projects as identified through our ongoing needs assessment such as:

Professional Development
- Career Launch Workshops
- Networking Events

Strategic Projects
- Leadership Training
- Headshot, Portfolio and Business Card Services
- Student Focus Groups
- SB Recruitment and Accepted Students' Weekend
- Philanthropy campaigns

Social Events
- Team-building Events
- Basketball Tailgate

Year-long program
Competitive application and interview process
20-25 members
Teams: Operations, Accounting, Events, Marketing, Communication, Internal & External Relations

RECRUITMENT
Process
- Online Application
- Interview
- Selection by Committee

Eligibility
- Major/Minor within the School of Business
- Experience managing projects, teams and deadlines effectively
- Highly professional and committed business student with the desire to impact positive change for the business school

Timeline
- Apply during Spring semester to join next year’s team
December 2016

We are very pleased to share with you member profiles for the seventh class of the College of Charleston School of Business Dean’s Student Forum. Each spring, my peers and I host an open application and interview process where we aim to recruit top business students across each business discipline and spanning all four class years.

Our consultants usually come to the organization with advanced project management experience and specialize in one area of focus. From there, each year, we build a project pipeline, assign project teams, establish strategic alignment, identify thought partners and engage key influencers. Our team of passionate analysts and directors make possible thousands of dollars in consulting support for key projects benefitting the School of Business. Please take a few moments to review the pages that follow and make note of our member’s academic and career accomplishments.

We also wish to acknowledge and celebrate the donors and annual sponsors who, through their generosity, have empowered this team to take on more impactful projects, to gain valuable work experiences and to build a sustainable program by ensuring that we have the tools and resources to attract top talent. These philanthropists have ensured that the Dean’s Student Forum will be leading projects for more years to come.

Sincerely,

Melaina Castengera    Sophie Forstein
Dean’s Student Forum

2016-2017 Members
MELAINA CASTENGERA
Hometown: Hanahan, SC
Managing Director

EDUCATION

College of Charleston GPA: 3.48
International Business Major with Minors in European Studies and German
Dean’s Student Forum

EXPERIENCE

DSF Consulting Group
Managing Director (Charleston, SC) 5/2016 – Present
- Primary thought partner with the School of Business Dean and students to evaluate key issues and recommend corrective actions that service organizational outcomes
- Direct 20 student consultants to advance strategic recruitment and engagement projects that serve 2,200+ business students
- Initiate professional development in the organization through the project management platform Freedcamp
- Train student consultants to project proposal writing and how to standardize outcomes and metrics reporting for 30 projects annually

Director, Marketing and Communications (Charleston, SC) 5/2015 – 5/2016
- Facilitate multichannel digital campaigns as liaison between the administration and the business student body
- Assign member roles and deadlines for marketing and communication projects and oversee all deliverables
- Produce monthly e-newsletter for distribution to program donors, key constituents, and 2,300+ business students and faculty
- Initiate and formalize team performance review and recognition procedure for use by directors and members

McGraw-Hill Education
Student Ambassador (Charleston, SC) 11/2014 – Present
- Exceed national average for ambassador presentations by 300% per semester and achieve recognition as National Student Ambassador of the Month in 2/2015
- Provide business development through technical analyses to value firms and then pitch potential investments
- Oversee trainings for faculty and 600+ students to maximize online resources
- Manage focus groups and evaluate responses to drive social media connectivity and design targeted events
- Communicate professionally and capable of 135 WPM via MSOffice

Symrise AG
International Marketing Intern (Holzminden, Germany) 6/2016 – 7/2016
- Detailed preparation of competitor overviews for the top 10 companies in the Aroma Molecules, Cosmetic Ingredients, and Fragrances and Flavors market including a market summary with a focus on Aroma Molecules
- Preparation of presentations to support the Global Market Fragrances & Sensory Ingredients divisions
- Perform perfumery on a small scale including study of fragrance raw materials and creating a fragrance
- Attend international marketing meetings relating to B2B marketing and production

Mediterranean Shipping Company (MSC)
Accounting Intern (Mt. Pleasant, SC) 5/2015 – 8/2015
- Maintain accounts receivable database for freight cashier department to ensure accuracy of supply chain logistics
- Draft imaging procedure manual for implementation by the entire Charleston branch of MSC USA
- Facilitate launch of company’s SAP system by processing 10,000+ document images
- Perform forensic audits to improve coding and approval process for accounts payable department
- Contribute to cost controls in payment procedure of rail partners by completing product information research

HONORS/ AWARDS

Delta Phi Alpha German Honor Society Member 1/2016-Present

Global Scholar 9/2014 – Present
- Achieve global literacy through language and curriculum
- Develop cross national skills and awareness of world issues through culture immersion and study abroad

Scholarship Recipient 4/2013 – Present
- Guy E. Beatty, Palmetto Fellows, Institutional, Deutscher Brüderlicher Bund, Charleston Hibernian Society, Boeing, Knox Global, and Study Abroad Scholar

School of Business Dean’s Student Forum 2016-17
SANDRA CIAPPA
Hometown: Centerville, VA
Marketing & Communication Analyst

EDUCATION
College of Charleston GPA: 3.74
International Business Bachelor of Science
Concentration in Global Logistics and Transportation
Dean's Student Forum

EXPERIENCE
Dean's Student Forum
Marketing & Communication Analyst (Charleston, SC)
- Draft business articles and create custom infographics for Wall Street Cougar, School of Business newsletter
- Co-develop 2015 & 2016 School of Business student logo for digital signage and online campaigns
- Secure 4 business sponsors for annual fundraising event hosted by the School of Business
- Book and manage musical entertainment for fundraiser including audition, set up, and vendor management

That Level (Start-Up)
Executive Assistant, Marketing Intern (Mount Pleasant, SC)
- Draft application development proposals for potential clients and stakeholders
- Manage social media content design and distribution using custom photographs and infographics
- Administer automated marketing to facilitate user interaction with company website and social media platforms
- Assist in production of company pro forma statements for potential investors, travel with CEO and GSO
- Contribute to weekly client interface—generates marketing ideas and concepts for start-up businesses
- Promote company as representative at networking events in the region

Straits Tankers Pte. Ltd
Operations and Chartering Intern (Singapore, Singapore)
- Facilitate operations for 7 tanker vessels via direct communication with vessel captains via email/phone
- Analyze competitive shipping market ranging from the Middle East to East Asia
- Manage broker interface for shipping contracts and charter parties
- Contribute to the revision/completion of financial invoice statements
- Assist in processing online applications to validate certified port agents
- Prepare weekly newsletter informing Straits affiliates in Singapore and Denmark of updates/concerns in market

College of Charleston Chinese Club
President (Charleston, SC)
- Delegate executive member responsibilities and oversee proposed fund allocations for school year events
- Organize events in collaboration with Office of Institutional Diversity and Multicultural Student Programs
- Secure involvement in first annual Asian Pacific Islander Unity Celebration and Heritage Month Celebration
- Manage social media marketing and OrgSync publications for student engagement and promotion

ACTIVITIES
Asian Pacific Heritage Month Celebration
Annual Asian Pacific Islander Unity Celebration

AWARDS
National Society of Collegiate Scholars
Beta Gamma Sigma Business Honors Society
Phi Eta Sigma Honors Society
ASHLEY CLEMENTS  
Hometown: Boca Raton, FL  
Communication Analyst

EDUCATION
College of Charleston, School of Business  
B.S. International Business  
Computer Science Minor  
- Spanish Level 2 limited proficiency  
- French Level 1 elementary proficiency

EXPERIENCE
Dean’s Student Forum  
(Charleston, SC)  
Communication Analyst  
5/2016 – Present
- Oversee communication projects between the School of Business Dean and 2,400 students to implement strategic campaigns and generate actionable solutions that align with the Dean’s Student Forum’s objectives
- Provide effective delivery of the forum’s event information through the use of email and social media campaigns

Arthritis Associates of South Florida  
(Delray Beach, FL)  
Clerical Assistant  
6 – 8/2013, 2015, 2016
- Prepare client files for electronic archiving to establish filing protocols and training for future employees

Hollister Co.  
(Boca Raton, FL)  
Brand Representative  
8/2015 – Present
- Communicate professionally with co-workers to achieve monthly corporate sales targets for location
- Recognized by management and guest surveys for exceeding individual targets through superior customer service
- Operate register and fitting rooms serving many non-English speaking tourists and large groups
- Maintain extensive knowledge of company products, services, seasonal guides, and brand policies

LEADERSHIP
Children’s Science Explorium  
(Boca Raton, FL)  
Educational Presenter  
- Volunteer program coordinator for children ages 4-12 providing professional lab/classroom instruction
- Direct ~400 daily inquiries from patrons, vendors and scientists

OneBlood  
(Boca Raton, FL)  
Event Coordinator  
- Direct marketing for volunteer community blood drive at Spanish River High School including digital and print advertising as well as gathering and tracking appointments and donor signups
- Assist with onsite operations by managing donor reception and completion of medical paperwork in compliance with OneBlood policies

Varsity Lacrosse, Spanish River High School  
(Boca Raton, FL)  
Team Captain of Attack End  
1/2012-5/2016
- Ladies’ High School All-Academic Award (2015), Unsung Hero Award (2014, 2016)
- 4-year varsity, 9-year recreational and travel teams

Athletics Honor Society, Spanish River High School  
(Boca Raton, FL)  
Co-Founder and Co-President  
- Establish society to ensure 50+ student athletes achieve minimum 3.0 GPA without disciplinary actions
- Increase athletic event ticket sales by 10% through SGA and sports teams’ partnerships

HONORS/AWARDS
Academic Scholar, College of Charleston  
(Charleston, SC)  
5/2016 – Present
- "Mayaway" term in China at the University of Suzhou

International Travel Scholar, College of Charleston  
(Charleston, SC)  
6/2017

DECA Statewide Business Competition  
(Boca Raton, FL)  
2013 – 2016
- Place 5th (2016) and 6th (2015) in the State of Florida
- Serve as Public Relations Head Chairman, Spanish River High School
- Acknowledged by U.S. Congressman, Ted Deutch and The Sun-Sentinel for public relations performance

OneBlood Scholar  
(Boca Raton, FL)  
6/2016
- Recognized for outstanding performance in blood drive participation, organization and impact
CHRISTIAN CONATY
Hometown: Wilmington, DE
Internal External Relations Analyst

EDUCATION

College of Charleston GPA: 3.6
International Business Bachelor of Science
Spanish Bachelor of Arts
Dean’s Student Forum

Expected 5/2018

EXPERIENCE

Dean’s Student Forum
Internal External Relations Analyst
- Contribute to School of Business student consulting firm to assist with stakeholder management, network alignment and completion of project deliverables

Icebox, Professional Beverage Service
Server/Bartender (Charleston, SC)
- Contribute to all event logistics including production setup, load out/in as crew for beverage service team
- Setup and merchandise bar displays per company policy, client invoice and event manger
- Replenish product, equipment, condiments and glassware in service bars and back stock
- Manage workstation and bar service/cleanup in compliance with DHEC and TIPS regulations

9/2014 – Present

DiFebo’s Italian Grille
Server, Kitchen Expeditor, Line cook (Rehoboth Beach, DE)
- Work as a team to ensure consistent brand experiences for guests across the front and back of the house
- Quickly set-up kitchen stations and prep ingredients for service
- Calculate and maintain inventory for all kitchen products, rotate product to ensure food safety
- Develop nightly specials and train staff on ingredient and product knowledge to encourage upselling

6/2015 – Present

Tile Market of Delaware
Inventory Assistant (Newport, DE)
- Track shipments for quality assurance, stock product, and electronically record data
- Manage storage facilities including warehouses, tool rooms, supply rooms, or common areas
- Examine and inspect stock items for wear or defects, reporting damages to supervisor
- Process vendor returns for damaged items

6/2014 – 9/2015

ACTIVITIES

Member of Kappa Alpha Fraternity

Spanish Club, College of Charleston

9/2014 – Present

9/2015 – Present

AWARDS

National Honors Society

Spanish National Honors Society

Men’s Athletic Award, Archmere Academy

5/2012 – 2014

5/2012 – 2014

5/2014

School of Business Dean’s Student Forum 2016-17
PATRICK CROTty
Hometown: Summerville, SC
Operations Analyst

EDUCATION

College of Charleston Honors College
Economics Bachelor of Science
International Studies (Asia Concentration) Bachelor of Arts

Ashley Ridge High School
Diploma of Distinction, Distinguished Honors Graduate
Rank at graduation 6/488

EXPERIENCE

Dean’s Student Forum
Operations Analyst (Charleston, SC)
Serve as student consultant liaison between the School of Business administration and students
Assist with event management, revenue and expense tracking and operation of several service pipelines
Promote Career Launch and Connect Event student services to School of Business majors

School of Business, College of Charleston
Business Student Liaison & Orientation Intern (Charleston, SC)
Co-develop and present hour-long, interactive workshops with 2 School of Business staff members
Facilitate student engagement via social media, digital signage campaigns, survey collection and networking
Create and manage e-mail communication for incoming students

Jefferson Club for Public Service, Ashley Ridge HS
Secretary (Summerville, SC)
Promote public service and compete regionally for the most effective service project
Collaborate with 9 students to coordinate and execute field day activities for 350 special-needs students
Draft press releases and email impact stories while overseeing all written communication with business partners

Administrators Office, Ashley Ridge HS
Co-op & Office Assistant (Summerville, SC)
Support 100+ leadership and faculty inquiries for information, clerical procedures and student support services
Organize and maintain confidentiality for student and parent records
Troubleshoot for errors and manage repairs of $3,000 in office equipment

Starbucks
Customer Service Representative, Barista (Summerville, SC)
Contribute to team to ensure consistent quality service to guests while meeting store sales targets
Earn Barista Certification and adhere to food service and safety compliance requirements
Clean store, setup merchandise displays, and complete proper opening/closing procedures

LEADERSHIP

Senior Class Club, Ashley Ridge HS
Vice President (Summerville, SC)

Cross Country Team, Ashley Ridge HS
Captain (Summerville, SC)

AWARDS

William Alken Fellows Society
Selected for Honors College competitive society based on statement, interviews, and test scores

Guy. E. Beatty Business Scholarship

Cistern Scholar
Awarded to students demonstrating outstanding leadership and academic achievement

AP Scholar with Distinction
For achieving 3.5 average on all AP exams taken and a 3 or higher on 5 or more exams

School of Business Dean’s Student Forum 2016-17
MADISON DALTON  
Hometown: Gulf Breeze, FL  
Accounting Analyst

EDUCATION  
**College of Charleston** GPA: 3.7  
Bachelor of Science in Finance  
- Minors: Economics, Real Estate  
- School of Business Investment Program, Dean’s Student Forum, Presidential Scholar  
Charleston, SC  
2013 – 2017 (expected)

EXPERIENCE

**Chartwell Holdings**  
*Summer Analyst*  
Charleston, SC  
- Analyzed potential investment opportunities by developing financial models  
- Conducted market surveys to evaluate economic development in relevant markets  
- Managed pipeline and prioritized new property listings from brokers  
May 2016 – Aug 2016

**School of Business Investment Program**  
*Private Equity Analyst*  
College of Charleston  
- One of 20 students selected to manage an investment portfolio valued at $150,000 AUM  
- Research and pitch value stocks using fundamental and technical analysis  
- Report on market movements and holdings specifically in the consumer discretionary sector  
Mar 2016 – Present

**Dean’s Student Forum**  
*Accounting Analyst*  
College of Charleston  
- One of 20 consultants developing strategic initiatives in partnership with the Dean that enhance the School of Business and career development opportunities for students  
- Analyze financial data resulting from programs and events run by the organization  
Apr 2016 – Present

**Raffia Accents & Personalized Gifts**  
*Brand Manager & Assistant Buyer*  
Mount Pleasant, SC  
- Oversee web presence and social media channels  
- Utilize website and social media traffic data to strategize future digital content  
- Coordinate receiving orders and enter inventory into point-of-sale system  
Nov 2013 – Present

HONORS & ACTIVITIES  
**Presidential Scholar**, College of Charleston  
- Merit-based scholarship awarded to students in the top 5% of their high school graduating class  

**William Henry Cato, Jr. Scholarship Receptient**, College of Charleston  
- Merit-based scholarship awarded through the School of Business at the College of Charleston

**Beta Gamma Sigma Honor Society**, College of Charleston  
- Membership awarded to individuals who rank in the top 10% of School of Business students

**President’s List**, 2013, College of Charleston  
**Dean’s List**, 2014 – 2016, College of Charleston

Activities: University Portfolio Challenge, Beta Gamma Sigma Honor Society, Student Investment Program, Dean’s Student Forum, Real Estate Club

SKILLS & INTERESTS  
- **Language**: Limited working proficiency in Spanish  
- **Computer Skills**: Proficient in Microsoft Access, Excel, Powerpoint, Word; Lightroom  
- **Interests**: long-distance running, tennis, horseback riding, reading

School of Business Dean’s Student Forum 2016-17
KAYCE ELGIN
Hometown: Andersen, SC
Operations Analyst

EDUCATION

College of Charleston
Computer Information Systems Bachelor of Science
Business Administration Minor
Interdisciplinary Center for Applied Technology Accelerator Program
Dean's Student Forum
expected 5/2017

EXPERIENCE

930 NoMo, Upscale Apartment Community
Leasing Agent, Senior Community Assistant (Charleston, SC)
- Develop and implement new marketing ideas to increase foot traffic in sales office
- Hire and train new Community Assistants
- Managed wireless network
- Integrated Dropbox Use
- Conducted lease sales and signings
- Coordinated and instructed community assistants
- Performed audits of leases and budgets

Dean's Student Forum
Operations Analyst
- Contribute to School of Business student consulting firm on projects that drive a competitive advantage for students and graduates
- Provide project support to optimize data management of firm’s services and strategic outcomes
4 – 11/2015

LEADERSHIP

Alpha Tau Omega Leadership Fraternity, College of Charleston
Co-founder
- Participate in Greek Emerging Leaders Training and attend National Emerging Leaders Conference
- Attend College of Charleston Impact Retreat
1/2015 – Present

Recruitment Chair, Executive Member
- Design, staff and execute all recruitment events to reach new prospective members
- Conduct interviews, and
- Manage scheduling, timelines and project deliverables for 3-member recruitment committee

Philanthropy Events Committee, Chucktown Field Day
- Coordinate event staff and event planning
- Efforts resulted in $6,700+ raised for Habitat for Humanity thus achieving the most successful philanthropy event ever hosted by an Alpha Tau Omega colony

TECHNICAL SKILL

Programming Languages
- Python, HTML, CSS, SQL, R, NoSQL, JavaScript, Java

Computer Tools
- Dreamweaver, MySQL Workbench, RStudio, Adobe Creative Suite, BlueJ

OS
- LINUX, Windows 7, Apple OS X Yosemite & el Capitan

AWARDS

Joseph R. Anderson Leadership Award
- highest honor to a member who exemplifies the Alpha Tau Omega values through leadership
4/2015

School of Business Dean’s Student Forum 2016-17
AVERY FINE
Hometown: Hilton Head, SC
Communication Analyst

EDUCATION
College of Charleston GPA: 3.82
Economics Bachelor of Science
International Studies Minor
Dean’s Student Forum

experience
Nikko Financial Securities
Equity Research Intern (Osaka, Japan)
- Analyze diversified investment portfolios and research global equity markets
- Discuss integrated financial services and value-added solutions to provide to both individual and corporate clients
- Draft and revise proposals for client presentations

Dean’s Student Forum
Communication Analyst (Charleston, SC)
- Liaison between the student body and School of Business administration
- Draft social media content as relevant by campaign or event
- Draft topical articles that appeal to target audience for monthly School of Business Newsletter

Barsa Lounge
Server (Charleston, SC)
- Work as a team to provide consistent service for 50 seat restaurant and lounge
- Maintain food safety and service standards while upselling and explaining product differentiators
- Perform opening and closing duties as required

Steve Madden Shoes
Sales Associate (Charleston, SC)
- Contribute to retail sales, customer service returns and establishment of repeat clientele
- Check out guests to maximize order transaction amounts, process returns, direct phone inquiries
- Update merchandise displays, track inventory and report any quality control concerns to manager

GLOBAL ACTIVITIES
Model United Nations, College of Charleston
- Research and present solutions for global conflict within the committee

Global Scholars, College of Charleston
- Certificate for completion of required/elective exploratory program requirements

Language Immersion Program, Kansai Gaiatsu University, Japan
- Asian Studies

awards
Model United Nations ‘Best Delegate’ Award in Small Committee
2014, 2015
Gilman International Scholarship
1/2016
Presidential Scholarship and College of Charleston Life Academic Scholarship
8/2013 – present
Lettie Pate Whitehead Scholarship
2013 – present
# SOPHIE FORSTEIN

**Hometown: Greenville, SC**

**Director of Operations**

## EDUCATION

<table>
<thead>
<tr>
<th>College of Charleston, Honors College GPA: 4.0</th>
<th>expected 5/2019</th>
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<tbody>
<tr>
<td>Accounting Bachelor of Science</td>
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<tr>
<td>Leadership, Change, and Social Responsibility Minor</td>
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<tr>
<td>William Aiken Fellows Society, Dean’s Student Forum</td>
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## EXPERIENCE

| Dean’s Student Forum |
| --- | --- |
| **Director of Operations (Charleston, SC)** |
| 5/2016 – present |
| - Serve as the right-hand of the Managing Director to help oversee 25 team members including 2 directors, multiple project managers and analysts |
| - Manage internal team of 9 student consultants to optimize the Events, Operations, and Accounting pipelines |
| - Coordinate projects annually that serve 2,300+ Business students, help to evaluate key issues, and recommend corrective actions that advance organizational outcomes |

| Communication Analyst (Charleston, SC) |
| - Manage social media platforms that reached over 630 individual followers for the School of Business |
| - Maintain weekly communication pipeline for 19 members of the firm |
| - Develop and execute month-long marketing campaign to sell 200+ homecoming t-shirts and tickets to the School of Business’ biggest student fundraising event |
| - Recruiting project manager to complete review of 40+ candidates, perform in-person and phone interviews to hire new members of the firm |

| Honors Engaged, College of Charleston Honors College |
| 8/2016 – present |
| **Project Liaison, Allegro Charter School of Music (Charleston, SC)** |
| - Develop outcomes focused project and partnership between educational institutions |
| - Liaison for 20+ Honors Freshmen and Allegro through weekly communication and individual participant meetings |
| - Track and assess student contributions to the community partners and strategic impact |

| Preen.Me |
| **Project Manager and Content Creator (Jaffa, Israel)** |
| - Develop social media “Bot” for platforms like Facebook Messenger using Wit.ai technology |
| - Business development assistant to VP of Sales by scheduling client meetings for new proposals in NY & London |
| - Perform weekly outreach to 500+ content creators via Instagram, Facebook, Snapchat, and twitter |

| Greenville Health System |
| **Marketing Intern (Greenville, SC)** |
| - Develop and implement 14 step marketing plan for a new practice including print, social media, and digital boards |
| - Perform in-depth social media audit benchmarking 6 medical systems nationwide including Mayo Clinic, Cleveland Clinic, and Johns Hopkins |
| - Construct and edit 30+ websites for GHS practices and special events |
| - Use web tools including Wrike, MediaSation, Wordpress, Thirdlight, and iStock |

## ACTIVITIES

| The AcaBelles |
| 9/2015 – present |
| - Founding member of College of Charleston female A Capella group |

| Jewish Student Union/ Hillel |
| 9/2015 – present |
| - Engagement coordinator for current & prospective students at the College of Charleston |

| Kappa Alpha Theta Fraternity |
| 9/2015 – present |

## HONORS/AWARDS

| Warren Capital Scholarship |
| 8/2015 – present |
| New Student Leader Award, Higdon Student Leadership Center |
| 4/2016 |
| President’s List Highly Distinguished, College of Charleston |
| 12/2015 – present |

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*School of Business Dean’s Student Forum 2016-17*
ALLISON KEKACS  
Hometown: Aiken, SC  
Marketing Analyst

EDUCATION  
College of Charleston GPA: 3.8  
Political Science and Economics Major with a Minor in Marketing  
Dean’s Student Forum  

EXPERIENCE  
Quorum- Data Analytics  
Operations Assistant (Washington, DC)  
-May 2016 - Present  
-Handle logistics, communication, and finances of weekly corporate outings  
- Gather and collected data and content for weekly blog post and marketing material  
- Arrange logistics and helped carry through gorilla marketing efforts  
- Help track and manage social media presence  

Dean’s Student Forum  
Marketing and Communications Analyst (Charleston, SC)  
-May 2015 - Present  
- Contribute to student led consulting firm reaching 2,200 monthly subscribers as a reporter for the digital newsletter  
- Create content for campus digital signage announcements to increase audience engagement  
- Execute grassroots campaign to increase alumni and student attendance at school-wide fundraiser  
- Manage cash and receipts for Business School t-shirt sales fundraising shifts  

Ted Cruz for President Campaign  
Campaign Intern (Charleston, SC)  
-January 2016 – February 2016  
- Complete voter outreach to 700+ households through mailings, canvassing, home visits and calling  
- Assist with office management including restocking candidate literature, voter report creation and data analysis  

South Carolina Republican Party  
Republican Debate intern (Charleston, SC)  
-January 2016  
- Assist with day of setup and event operations for the 2016 SC Republican Presidential  
- Helped venue installation, crowd management, and administrative support  

Aiken-Augusta Swim Team  
Assistant Year Round Swim Coach (Aiken, SC)  
-September 2014 - August 2015  
- Provide flawless client relationship management and coaching to 30+ families and swimmers  
- Create formal assessment and progress reports to manage swimmers data  
- Member of team for 13+ years, CPR certified  

Aiken-Augusta Swim Team  
Assistant Year Round Swim Coach (Aiken, SC)  
-September 2014 - August 2015  
- Provide flawless client relationship management and coaching to 30+ families and swimmers  
- Create formal assessment and progress reports to manage swimmers data  
- Member of team for 13+ years, CPR certified  

Congressman Sanford’s District Office  
Intern (Charleston, SC)  
-August 2016 - Present  

ACTIVITIES  
College of Charleston Swim Club (Charleston, SC)  
September 2015 - Present  

College Republicans- College of Charleston (Charleston, SC)  
September 2015 - Present  

College of Charleston Political Science Club (Charleston, SC)  
September 2015 - Present  

AWARDS  
President’s List - College of Charleston  
August 2015-April 2016  

Palmetto Fellows - College of Charleston  
August 2015 - Present  

Guy E. Beatty Scholar - College of Charleston  
August 2015 – Present
CAROLANN KELIEN
Hometown: Summerville, SC
External Relations Analyst

EDUCATION

College of Charleston GPA: 3.5
International Business & Spanish
Dean's Student Forum External Relations Analyst

EXPERIENCE

Warren Capital Group
Executive Coordinator (Charleston, SC) March 2015 - Present

- Keep the Warren Capital website up to date with the latest changes, blog posts, and company updates.
- Keep track of various events, RSVP lists, and other important details.
- Oversee projects like keeping track of client's accounts and billing information.
- Create and maintain an easy, accessible system for all client/colleague contact information for the whole company.
- Oversee and update all social media outlets for the company with new information and progress.
- Manage and coordinate with various private companies owned by Warren Capital to ensure a return on investment.

The College of Charleston School of Business
August 2015 - May 2016
Student Engagement & Development Intern (Charleston SC)

- Work to advertise school and encourage the student body to stay involved within the School.
- Maintain relations with faculty and staff to keep a driven attitude within the organization.
- Oversaw all Career Launch operations and services, creating an organized pipeline to execute them in the best way.
- Created new marketing campaigns to advertise Career Launch services, as well as utilize the digital signage platform in the lobby of the Business School.

School of Business Dean’s Student Forum 2016-17
MARGARET KENT  
Hometown: Atlanta, GA  
Marketing Analyst

EDUCATION  
College of Charleston GPA: 3.46  
Marketing Bachelor of Science  
Communication Minor  
expected 5/2017

EXPERIENCE  
Litton Entertainment  
Business Development and Marketing Intern (Charleston, SC)  
5/2016 – present  
-Assist team with client relations and marketing to ensure sponsorship deliverables are met  
-Generate first draft sponsorship proposals for prospective corporate clients  
-Research and qualify sponsor partnership leads and present to account managers

Social Media Marketing Intern (Charleston, SC)  
5 – 11/2015  
-Assist Digital Media Department with promotional marketing for Litton’s nationwide E/I based TV programming  
-Schedule targeted social media campaigns, research and implement interactive marketing strategies, and evaluate reach by metrics data analysis  
-Work across integrated media platforms including Vine, Youtube, Google+, etc.

Lorie S. Delk & Associates: Next Generation Therapy Services  
Marketing and Illustration Intern (Atlanta, GA)  
5 – 8/2014  
-Create advertising brochures and develop enhanced online social platforms (Pinterest, Facebook)  
-Use Adobe InDesign to layout text and illustrations for marketing children’s literacy program

ACTIVITIES  
Student American Marketing Association, School of Business  
Member  
8/2015 – present  
-Collaborate to design and execute marketing strategy for Alzheimer’s Association Fundraiser Walk

Young Life Expedition  
Art Counselor (Vingerkraal, South Africa)  
6/2015  
-Provide week-long educational experience for children in local community

Kappa Delta Sorority Zeta Sigma Chapter  
8/2013 – present  
-Assistant Vice President of Membership (2015)  
- Chaplain (2014)

Metro Charleston Young Life  
8/2013 – present  
Young Life Leader  
-Lead outcomes focused weekly activities and workshops for ~50 regional middle school students  
-Program coordinator at Young Life Camps (Windy Gap, South Wind)

School of Business Dean’s Student Forum 2016-17
ETHAN KNIGHT
Hometown: Lexington, SC
Event Analyst

EDUCATION
College of Charleston GPA: 3.28
Marketing Bachelor of Science
German Minor
First Year Experience Abroad: United Kingdom
- Exposure to international sports marketing, heritage brands, sports facilities operations
expected 5/2018
spring break 2015

EXPERIENCE
Dean's Student Forum
Event Analyst (Charleston, SC) 8/2016 – present
- Serve as student liaison between the School of Business administration and majors
- Assist with event management to advance organizational outcomes
- Collaborate to develop theme, scale, and execution of the Annual Homecoming Tailgate
Marketing Analyst
- Apply data analytics to determine target market for digital advertisements
- Assist with the firm’s branding and content production
- Create targeted advertisements based on student demographic research
- Promote Career Launch suite of professional services available for business students

The Spice and Tea Exchange
Sales Associate (Charleston, SC) 5/2016 – present
- Engage customers to provide sales assistance
- Responsible for daily set up and break down of product showcases
- Achieve daily sales goals and track performance monthly

Student Engagement Marketing Intern
School of Business (Charleston, SC) 9/2014 – 5/2015
- Oversee production of digital signage and advertisements
- Facilitate student engagement via social media
- Manage student facing e-mail communication using Mail Chimp content distribution

Columbia Metropolitan Airport
Marketing Intern (Columbia, SC) 6 – 8/2014
- Draft content calendar and schedule daily social media posts for one year on various platforms
- Collaborate with 3 interns to host 1st auto show featuring 100+ vehicles to increase regional marketing impressions
- Earn HootSuite certification

AWARDS
Guy. E. Beatty Business Scholarship 8/2013 – present
NICHOLAS MASHUTA  
Hometown: Albany, NY  
Director of Marketing Communication

EDUCATION  
College of Charleston GPA: 3.8  
Marketing Bachelor of Science  
Leadership, Change, and Social Responsibility Minor  
expected 5/2017

EXPERIENCE  
Coastal Climbing  
Manager on Duty (Charleston, SC)  
-Part time manager for day to day operations of entire facility  
-Support member retention by upselling premier member experiences  
-Manage point-of-sale operations for retail, membership and facility access  
-Create dynamic target marketing for social media campaign  
5/2016 – present

Social Media Team, Residence Life  
Marketing Director (Charleston, SC)  
-Establish Social Media Team and devise guiding principles and organizational structure  
-Manage the division’s summer Anti-Melt Campaign  
-Increase Facebook reach by 800% and create Instagram account  
-double prior year total engagement across social media platforms  
1/2016 – present

Residence Life  
Assistant Director, Residence Halls (Charleston, SC)  
-Collaborate to hire, train, and manage 18 staff Resident Assistants  
-Co-manage 2 halls serving ~600 residents to ensure campus compliance on academic, legal, safety and quality of life concerns  
-Create staff schedule and oversee 24 hour staffing procedures for residence halls  
8/2015 – present

Robert Wright Disposal  
Data Analysis Consultant (Slingerlands, New York)  
-Organize route reconciliation project to evaluate inaccuracies in stop count  
-Research and evaluate data to enhance profitability analysis  
-Establish method of analysis to track worker productivity and cost across company  
6 – 7/2015

ACTIVITIES  
Dean’s Student Forum  
Director, Marketing and Communication  
8/2015 – present

Climbing Club  
President  
1/2015 – present

French Club  
Member  
9/2015 – present

AWARDS  
Beta Gamma Sigma Business Honor Society  
2/2015 – present

ExCel Higdon Outstanding Leadership Award Nominee  
8/2015

New Professional of the Year, Residence Life  
8/2015

New Resident Assistant of the Year, Residence Life  
5/2015
SARA ROMO
Hometown: Peachtree City, GA
Events Project Manager

EDUCATION
College of Charleston, Honors College GPA: 3.8
Business Administration and Hospitality and Tourism Management, B.S. Double Major
Business Spanish Language Minor
- Golden Key International Honor Society – top 15% of class, 2015; Phil Eta Sigma Honor Society – top 20% of class, 2015;
  National Society of Collegiate Scholars – 3.4 + GPA, 2015

EXPERIENCE
Front Desk Intern
Hilton Prague
5/2016-8/2016
Prague, CZ
- Assist guests with general services such as check-in, check-out, billing and other general queries
- Balance accounts and ensured proper payment to hotel and parking
- Generate 68K czk additional revenue through Upsells
- Understand operations of name-brand hotel and 790 room property

Front Desk/ Concierge
Charming Inns, LLC (Kings Courtyard Inn, Fulton Lane Inn, Kitchen 208)
Charleston, SC
- Manage pricing and reservations according to guest’s travel needs for 40 + rooms at two properties
- Create unique customer experience via dining, concierge services, and hotel accommodations
- Communicate with management and coworkers to train new employees, operate restaurant (wait tables), and manage registers

Event Project Manager
Dean’s Student Forum
8/2015-present
Charleston, SC
- Collaborate with team of 20 consultants to complete continuous improvement projects on behalf of the School of Business;
- Lead Events Team to manage Networking Events and Annual School of Business Fundraiser

Director, Human Resources
Kappa Alpha Theta Fraternity
1/2016-present
Charleston, SC
- Provide conflict resolution and student intervention decisions for Membership Development Committee
- Partner with businesses to design and implement chapter’s monthly sisterhood activities for 100+ members

Senior Counselor
Cedars Camps
Lebanon, MO
- Manage youth development program for 30+ teens serving as mentor for junior staff

President
McIntosh High School Chorus Leadership Team
8/2013-2014
Peachtree City, GA
- Lead team of 14 leaders including volunteer schedules, equipment rentals, and team building events
- Develop and execute fundraising strategies including marketing, homecoming activities, and performance logistics

Alternate Council Delegate
Girl Scout Service Unit 617
8/2011-2014
Atlanta, GA
- Represent 300+ scouts at regional council meetings to gather policy, budget and program operational decisions

HONORS & AWARDS
- Cahill International Travel Award, 2016
- Barkley Travel Scholarship, 2016
- Wild Dunes Resort Hospitality Management Award, 2016
- Charleston Restaurant Association Scholarship, 2015
- Charleston Wine and Food Festival Education Scholarship, 2015, 2016
- Knox Global Scholarship, 2015
- Delta Scholarship for Excellence, 2014 & 2015
- Charming Inns LLC Employee of the Month, 2014
- Kitchen 208 Employee of the Month, 2014
- Gold Award – highest achievement in Girl Scouting, 2014

School of Business Dean’s Student Forum 2016-17
SAM TOBIO
Hometown: Sarasota, FL
Events Analyst

Education
College of Charleston, SC
BS in Supply Chain Management (In Progress)
Honors College, Entrepreneurship Cohort and Living Learning Community,
Dean’s Student Forum, Varsity Sailing Team

Experience

Sarasota Yacht Club Youth Ensign Board
- Founding member
- 2014-15 Treasurer and Events Organizer
- 2015-16 Commodore: Lead Executive Member
- 2016-Onward: Past Commodore Advisor

Oakcliff Sailing
- Yacht and Marine Industry training
- Program, Project, and Logistics Training
- 2016 High Performance Fleet manager and assistant clinic coach
KELLEY TRAVERS
Hometown: Northborough, MA
External Relations Analyst

EDUCATION
College of Charleston Honors College GPA: 3.53
Business Administration Bachelor of Science
Hospitality and Tourism Management Bachelor of Science
Spanish Language Minor

EXPERIENCE
Ocean Edge Resort and Golf Club
Beverage Attendant (Brewster, MA)
- Manage the beverage cart and serve food and beverages to customers on the prestigious Ocean Edge golf course
- Record and track revenue made on the golf course and maintain inventory on the beverage cart
- Report inventory inconsistencies at the end of each day

Dean’s Student Forum
Analyst, External Relations (Charleston, SC)
- Work with student consultants improve the Business School as a liaison between the student body and dean
- Create innovative ways to improve communication between the business students and DSF in order to solve issues in the Business School

Millwood Golf Course
Cook and Bartender (Framingham, MA)
- Cook variety of foods and serve beverages and specialty drinks to customers
- Manage the beverage cart and serve beverages to customers on the golf course
- Maintain cleanliness of kitchen and restaurant

Serengetee Artisan Collective
Campus Representative (Charleston, SC)
- Amplify branding message for target demographic of students to encourage purchases that support organization’s humanitarian efforts
- Compete in social media competitions with campus representatives worldwide
- Educate consumers about product inventory, order procedure and payment

Designer Shoe Warehouse
Sales Associate (Marlborough, MA)
- Assist customers to locate and try on apparel
- Manage customer transactions
- Rotate and update seasonal merchandise displays

ACTIVITIES
Camp Sunshine
Counselor (Casco, ME)
- Provide medical supervision and structured play for toddlers facing life-threatening illnesses
- Coordinate physical activities and safe spaces for the campers to experience camp

Tracking Trash Outreach
Presenter (Charleston, SC)
- Collaborate with elementary schools to lead education program about the impacts of waste contamination
- Design activities and presentations to culminate in one-day event to increase awareness of environment
- Contribute to hour-long weekly meetings four weeks prior to event

School of Business Dean’s Student Forum 2016-17
ALLIE UNTERREINER
Hometown: Cincinnati, OH
Internal Relations Project Manager

EDUCATION
College of Charleston GPA: 3.09
International Business Bachelor of Science
Spanish Bachelor of Art
Dean’s Student Forum

EXPERIENCE
Gibson Hair + Makeup
Operations Assistant (Charleston, SC)
- Oversee daily operations to include booking appointments, managing inventory, and software implementation
- Improve efficiency of accounting and bookkeeping systems to enhance business planning between 2 salons
- Lead point of sale for all salon product to increase transaction total and client retention

Dean’s Student Forum
Project Manager, Internal Relations (Charleston, SC)
- Contribute student consulting firm dedicated to increasing communication and professional culture among student cohort, faculty, and business school key influencers
- Develop and enhance relationships between members by planning team-building activities, social events, and encouraging a close-knit, cohesive team

Creations by Melody
Catering Server (Mason, OH)
- Provide service for premier weddings and banquets to include all planning, set-up, breakdown, and event flow
- Problem solve throughout event and operate as personal assistant where duties include cooking, cleaning, and attending to all guests

Dance Team, College of Charleston Athletics
Member (Charleston, SC)
- Promote and represent the College at sporting events, rallies, games, service events/fundraisers, national competition exhibition performances, and other requested appearances
- Liaison between team manager and School of Business Dean
- Compete at UDA Collegiate Dance Nationals

Ambiance Salon
Front Desk Assistant (Mason, OH)
- Process customer requests, appointments, payments and daily accounting duties
- Resolve guest concerns and service issues to encourage retention
- Identify and reconcile accounting discrepancies each workday and update records

AWARDS
Sharon and Rus Kingman International Business Scholarship

Knox Global Scholarship

School of Business Dean’s Student Forum 2016-17
ASHLYNNE WEAGRAFF
Hometown: Myrtle Beach, SC
Events Analyst

EDUCATION
College of Charleston GPA: 3.15
Marketing Bachelor of Science
Communication Minor
Dean's Student Forum

EXPERIENCE
Sonic Drive-In
Crew Leader (Myrtle Beach, SC)
-Receive guests, place orders, manage registers, providing conflict resolution for guests as necessary
-Train and lead team of front of house staff to optimize drive through, carside and café service
-Work with Myrtle Beach regional Marketing Director to execute brand awareness campaigns and projects

American Heart Association
Marketing and Communication Intern (Charleston, SC)
-Support Marketing Director by writing press releases, managing social media, producing graphics and ad copy
-Assist with design and logistics for the organization’s annual fundraiser, the Heart Ball
-Encourage business partnerships through outreach to local stores and restaurants to participate in Heart Month

ACTIVITIES
Zeta Tau Alpha
Assistant to Vice President (Charleston, SC)
-Collaborate to educate members about the history and principles of the organization

American Marketing Association
2/2016 – present
-Work with Alzheimer’s Association to market annual fundraiser to Charleston region by creating digital signage, flyers, and event listings

Dean’s Student Forum
8/2016 – present
-Work with a team of consultants to act as liaisons between the School of Business and the students
-Contribute to events team deliverables and project pipeline management
-Help plan and deliver business school networking events and fundraisers

TRAVEL
Study Abroad Central Europe
5 – 6/2016
-Intercultural Communication and Communication Ethics courses while travelling to Prague, Bratislava, Budapest
-Tour historic cities, interview locals for course assignments, and discuss cultural differences
CHACE WESTENFELDER
Hometown: Naperville, IL
Operations Analyst

EDUCATION
School of Business, College of Charleston, GPA: 3.76
Finance Bachelor of Science & Data Science Minor
-Microfinance Club, Fundraising Chair 2016
-National Society for Collegiate Scholars

EXPERIENCE
BidLAN
Business Development Intern (Charleston, SC) 9/2016 – present
-Establish pipeline plan for business and investor leads using MS Excel
-Research regional investor events/opportunities and prepare pitch decks based on type
-Advance company knowledge of crowdfunding resources; AngelList and Indiegogo
-Collaborate with CEO and CFO to steward investor relations and communicate performance metrics

DSF Consulting Group
Operations Analyst (Charleston, SC) 5/2016 – present
-Optimize initiatives on behalf of the CofC Deans’ Office advancing solutions to issues relevant to School of Business progress and sustainability
-Partner with 19 consultants to identify/quantify strategic projects, draft proposals, and advance strategic outcomes
-Maintain professional development services offered to 2200 business majors through career services office
-Facilitate communication between operations team and other school of business clubs

Color Me Mine Ceramics Studio
Finance Manager (Naperville, IL) 5/2015 – present
-Analyze quarterly/annual growth to implement lean business practices and increase margins
-Establish MS Excel financial reports and communicate brand strategy to 10 sales representative employees
-Attend regional franchisee meetings to discuss creation of innovative revenue streams by leveraging assets
-Form adaptive product decisions based on demand and performance trends

Sales Manager (Western Chicago Territory, IL) 5/2015 – present
-Initiate 100 client leads resulting in 20 off-site events while serving 150+ guests/week at retail studio
-Negotiate custom orders, event bids and scope of work to exceed sales targets by 4.85%
-Oversee vendor logistics to ensure risk management compliance for events with schools/community centers

Customer Service and Operations Manager (Naperville, IL) 11/2012 – 2014
-Evaluate $3,000 in monthly inventory and adjust margins to liquidate seasonal product and rotate supplies
-Coordinate studio activities to fulfill custom orders from conception, glazing, firing, invoice collection, and delivery
-Create dynamic and flexible solutions to customer concerns while leading ~2 classes/week
-Staff labor to maximize service, balance schedule requests and allocate profit share based on performance reviews

SKILLS/INTERESTS
Dataset Organization and Management, Data 210 College of Charleston anticipated spring 2016
Accounting & Financial Statement Analysis Certificate, Udemy 2016
Wall Street Survivor, Group Founder / Manager, Online Markets Simulation August 2016
Saxophonist, 10 years performing currently with CofC Jazz Ensemble, CofC Wind Ensemble, and freelance 2006-2016
Microsoft Excel, Basic/Entry Level Competency

School of Business Dean’s Student Forum 2016-17