



Major Accomplishments

- + Earned **\$159,000+** total income in the past 3 years
- + Donated **\$27,000+** to the community through services contributions in the past 3 years
- + Awarded **1st place** (among 70 chapters) for the National Lewis F. Gordon Top Chapter award **9 out of last 14 years**
- + 100% of 2013 seniors had at least one job offer prior to graduation last May
- + Corporate Shadowing Partnership Program launched in January 2013 including **9 Fortune 1000 companies**

2012–2013 National Awards (70 Chapters)

Top Gold Chapter- **3rd Place** Top Market Research Project - **1st Place** Top Management Team – **1st Place**
 Top Sales Project- **1st Place** Top Public Relations Strategy - **1st Place** Top Video Challenge Winner- **1st Place**
 Top Service Project - **1st Place** Top Marketing Project – **2nd Place** Top Project Manager – **1st Place, Allie Engelhart**

Revenue Generating Projects

Schneider Electric | *Social Media Marketing, Digital Branding, Campaign Management* **2013**

- + Created a Social Media Marketing Plan that influenced the company's **2013 Global Marketing Strategy**
- + Generated and alpha/beta tested a Philanthropic Campaign that was implemented globally in **190 countries**

D'marie Inc. | *Advertising and Promotions* **2013**

- + Revamped **3 social media platforms** to create a new brand image in a ever changing, unique, and competitive market
- + Created a Google Ad Words campaign resulting in over **17,000 unique impressions** and an email marketing campaign generating **average open rate of 52%**.

Mead – Five Star | *Brand Awareness Market Research Project* **2012**

- + Conducted market research to define the brand perception of MEAD from a high school and college perspective
- + Directed **3 focus groups, 20 one-on-one interviews**, and obtained **163 surveys**

Hasbro | *Trivial Pursuit Market Research Project* **2010-2011**

- + Conducted a research study on the viability of a new product launch on college campuses
- + Utilized quantitative (student entertainment surveys) and qualitative (product demo focus groups) feedback

Service Projects

Date Auction | *The Starfish Children's Foundation and Kent Wellington Foundation* **2005-2013**

- + Generated and executed a dynamic, multi-channel fundraising strategy for the 8th Annual Date Auction
- + Increased the amount of auctions by **23%**, average bid by **111%**, and overall donations by **150%**

Dance Marathon | *Cincinnati Children's Hospital and the Children's Miracle Network* **2009-2010**

- + Planned and executed tasks in the fields of: hospital relations, dancer relations, corporate relations, accounting, fundraising, catering, communications, graphic design, logistics, entertainment, and web design

Golf Fore a Cause | *The Starfish Children's Foundation* **2008-2010**

- + Developed and implemented an advertising and promotions campaign to brand the event and engage students
- + Sought out sponsors, designed a website that generated **640 views**, and planned the event

Professional Development

Corporate Shadowing Partnership Program **2013**

- + Created customized shadowing programs on an individual member basis to develop underclassman corporate exposure and translate the classroom field of study into real world experience

Training Sessions **2011-2013**

GE Aviation Learning Center – Tech. Sales & Mass Com. The Nielson Company- Mkt. Research & Ops.
 P&G Market Research Center – Modern Tech. & Marketing Draftfcb – Global Advertising & Com.

Distinguished Guest Speakers | *Numerous field experts, professors, and motivational speakers* **2012-2013**

Bob McDonald, President and CEO of Procter & Gamble Chris Curtis, CEO of Schneider Electric
 John Beeder, CMO of American Greetings Brad White, Director at Cessna Aircraft Company
 Gary Kunath, Founder and CEO of The Summit Group Roger Jenkins, Dean of Farmer School of Business