



# ANASTASIA POSTOLATI

*International Honors Student,  
Temple University*

## CONTACT

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## EDUCATION

### FOX SCHOOL OF BUSINESS, TEMPE UNIVERSITY

*Graduation: May 2020*  
Marketing & Management  
Information Systems  
GPA: 3.9

## TECHNICAL SKILLS

Microsoft Office Suite (proficient)  
Adobe Illustrator (basic)  
Google Analytics (basic)  
Tableau (basic)

## SOCIAL

- f fb.me/splashpalette
- 📷 @anastasia\_postolati

## ACTIVITIES & AWARDS

- Wall Street Journal Case Competition Winner, November 2017
- IBIT QVC Scholarship Recipient, March 2017
- Top Five Winner, Build-A-Business Project, December 2016
- Marketer of the Month, American Marketing Association, October 2016
- Member, Temple University American Marketing Association, August 2016 - Present

## EXPERIENCE

### DIRECTOR OF CORPORATE SPONSORSHIP

*Temple University American Marketing Association (TU-AMA) | August 2017 - present*

- Acquire and manage inflow and outflow of funds in order to support operations of TU-AMA.
- Work with brands such as Under Armour, Wawa, Harmelin Media, and DVIRC to increase TU-AMA funding by \$3,000+ in 1 year through efforts such as raffle baskets, corporate sponsorship, and event execution.
- Transformed the entire sponsorship program by creating training materials for team members, developing a plan of action, and recruiting new companies, with a goal of the initiative becoming a functional part of TU-AMA.

### FASHION & LIFESTYLE BLOGGER

*Splash Palette | July 2017 - present*

- Spend 5+ hours a week to compose, photograph, edit, and publish weekly blog posts for a self-developed personal fashion & lifestyle blogging platform.
- Created and executed a marketing strategy to increase audience size from 0 to 600+ unique users and 1.2K website sessions in 4 months.
- Gained knowledge of platforms such as Squarespace and Google Analytics to successfully operate a website in less than a month.

### DIRECTOR OF COMMUNITY SERVICE

*College Council, Temple University Fox School of Business | August 2017 - present*

- Collaborated with the team of 4 students to manage community service involvement among 25 Student Professional Organizations in the business school.
- Organized and executed a school-wide food drive, collecting 4,976 cans in 4 weeks to demonstrate a 38% increase in organization involvement since last year.
- Partner with 2 members of *Relay For Life* fundraiser to increase awareness of the organization and grow student participation by 10%.