



# ANASTASIA POSTOLATI

*International Honors Student,  
Temple University*

## CONTACT

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## EDUCATION

### FOX SCHOOL OF BUSINESS, TEMPLE UNIVERSITY

*Graduation: May 2020*  
Marketing & Management  
Information Systems  
GPA: 3.64

## TECHNICAL SKILLS

Microsoft Office Suite (proficient)  
Adobe Illustrator (basic)  
Google Analytics (basic)  
Tableau (basic)  
HTML, MySQL, CSS, PHP (basic)

## RELATED COURSEWORK

Consumer Buyer Behavior  
Marketing Research  
Enterprise IT Architecture  
Data Analytics  
Data Science & Visualization  
Data Centric Application Development

## LANGUAGES

Russian - native

## SOCIAL

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

## ACTIVITIES & AWARDS

- Social Media Manager, Management Information Systems Department, Fox School of Business, August 2018 - present
- Wall Street Journal American Marketing Association National Case Competition Team Member, May 2018 - present
- Mary Kay American Marketing Association National Case Competition Semifinalist, February 2018
- Wall Street Journal Case Competition Winner, November 2017
- Institute for Business & Information Technology QVC Scholarship Recipient, March 2017
- Marketer of the Month, American Marketing Association, October 2016

## EXPERIENCE

### DIGITAL COMMERCE INTERN - JEWELRY & BEAUTY

*QVC - West Chester, Pennsylvania | May 2018 - August 2018*

- Assisted the Jewelry & Beauty team in all phases of eCommerce & Digital Programming daily tasks through handling vendor communication, participating in website improvement planning, and managing quality assurance on QVC.com.
- Created 3 weekly reports for email campaigns, search terms, and competitive landscape by collecting and organizing data into spreadsheets and presentations.
- Collaborated with Design and Development teams to build 3 new website pages such as *Beauty On The Go*, *Shop By Look*, and *Pops of Color*.

### 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, Northwestern Mutual, and Enterprise Holdings to increase TU-AMA funding by \$6,000+ in 2 years 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.

### VICE PRESIDENT OF INTERNAL AFFAIRS

*College Council, Temple University Fox School of Business | August 2018 - present*

- Collaborated with the team of 4 students to allocate funds to 25 Student Professional Organizations in the business school.
- Implemented a new, cloud-based system for submitting allocation requests by using Google Suite.