

Elena Simone Martin

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EDUCATION

University of Pennsylvania, Philadelphia, PA
Huntsman Program in International Studies and Business (one of 40 selected students)
The Wharton School, Candidate for Bachelor of Science in Economics May 2009
-Double Concentration in Marketing and Management
The College of Arts and Sciences, Candidate for Bachelor of Arts May 2009
-Double major in International Studies and French
Cumulative GPA: 3.3
Recipient of Certificate of Business French, Chamber of Commerce and Industry of Paris
Study Abroad: Studied in Lyon, France during spring semester of 2007

WORK EXPERIENCE

PSINet Europe, Geneva, Switzerland Summer 2008
European Marketing Coordinator

- Coordinated marketing efforts for eight European countries
- Aided in development of common collateral in English, French, and German
- Updated web site and compiled winners for internal Europe-wide rewards program
- Assisted European Marketing Manager with all projects

PSINet, Incorporated, Reston, VA Summer 2007
Marketing Assistant Intern, Web Development and eCommerce Department

- Performed analysis of 1500 shared web hosting customers and summarized findings
- Wrote and designed 45-page marketing plan for PSIWeb shared web hosting service
- Researched, interviewed, and wrote three customer testimonials for advertising purposes
- Analyzed current dedicated web hosting market and prepared competitive analysis
- Conducted research and composed global web hosting analysis

AT&T, Reston, VA Summer 2006
Intern, Order Negotiations System Data Analysis Department

- Edited documents and assisted with proposal and document preparation

EXTRACURRICULAR ACTIVITIES

Alpha Kappa Psi Professional Fraternity 2007 - Present
Pledge Educator and Founding Member

- Manage all aspects of six-week pledging process for professional business fraternity

Women's Varsity Golf Team 2007 - Present
Captain and Member
Alpha Phi International Fraternity 2006 - Present
Director of Finance

- Allocate and implement \$200,000 budget, handling all incoming and outgoing payments

ADDITIONAL INFORMATION

- Fluent in French. Basic speaking and writing abilities in German.
- Proficient in Microsoft Office Professional, Visio, and Quark. Basic HTML programming skills.
- Have traveled to Mexico, Canada, and eleven European countries.