**Stan Rosenberg**

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**EDUCATION**

**New York University Leonard N. Stern School of Business** New York, NY

*Marketing and Economics Major, Social Entrepreneurship Minor Expected Graduation May 2014*

**Overall GPA**: 3.84

**Honors:** *Martin Luther King Honors Scholar, Beta Gamma Sigma Member, Dean’s List All Six Semesters*

**PROFESSIONAL RECOGITION**

* Wall Street Journal “Donor of The Day” for work with Trip of a Lifetime
* Named “One of 22 People to Watch in Westchester for 2012” by Westchester Magazine
* New York Post Liberty Medal Finalist
* Speaker at two industry conferences: ProMax Sports Marketing Conference (November 2011) and the Internet Marketing Association Conference (September 2012)

**WORK EXPERIENCE**

**Trip of a Lifetime** New York, NY

*Founder and Chairman October 2008 – Present*

* Trip of a Lifetime is a 501(c)3 non-profit organization that has raised over $250,000 to send 32 underprivileged teenagers on summer travel experiences (www.projecttoal.org).
* Secured numerous corporate partnerships with companies such as Vapur, Morgan Stanley, and American Express Travel
* Lead efforts in marketing, fundraising, compliance, and the selection of students

**dunnhumby USA** New York, NY

*Client Associate Intern May 2013 – August 2013*

* Developed insights for clients such as Macy’s by analyzing and interpreting large data sets
* Used customer segmentation and targeting to optimize online advertising spends
* Gave final presentation on importance of digital personalization and incremental data in retail to senior management

**Zinio LLC**  New York, NY

*Digital and Social Strategist November 2011 – April 2013*

* Assisted the company CMO in planning content and offers for marketing calendar
* Coordinated $1.5 million annual digital media spend using online and retargeting platforms
* Managed 4,000 member affiliate network using Commission Junction
* Grew following on Facebook and Twitter by over 100% in first six months

**LEADERSHIP EXPERIENCE**

**NYU Stern Marketing Society**  New York, NY

*President September 2013– Present*

* Work with top companies in marketing to plan speaker series, networking events, and industry panels
* Secure speakers and sponsorships for the Marketing Mix, NYU Stern’s intercollegiate marketing conference
* Manage an eleven member E-Board which plans and promotes all club activities

**Martin Luther King Honors Scholar** New York, NY

*Senior Program Assistant August 2013- Present*

* Help lead bi-weekly meetings with over fifty student scholars at NYU
* Mentor Freshman and Sophomores in program on leadership and social change

**SKILLS & INTERESTS**

*Skills*: Social Media Management, Microsoft Office, Website Development, Digital Personalization, Python, Cognos,

Webtrends, Commission Junction, Media Buying, Customer Segmentation, Millennial Marketing, Digital

Publishing, Scquare

*Interests*: Photographing New York City, Traveling to new countries, Reading non-fiction, Visiting Major League Baseball stadiums, Watching Shark Tank