**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 September 2010- May 2014*

**Overall GPA**: 3.82,

**Honors:** *Martin Luther King Honors Scholar, Magna Cum Laude, Beta Gamma Sigma Member, Dean’s List All Eight 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
* Speaker at two industry conferences: ProMax Sports Marketing Conference (November 2011) and the Internet Marketing Association Conference (September 2012)
* One of two students at NYU Stern to receive two awards: John Stevenson Community Building Award and the Priscilla Barbara Marketing Leadership Award

**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 $500,000 to send 44 underprivileged teenagers on summer travel experiences (www.projecttoal.org).
* Secured partnerships with American Express Travel, the NYC Department of Education, and other top organizations
* Manage an advisory board of fifteen interns and ten volunteers
* Lead marketing, compliance, and student selection initiatives for organization

**Deloitte Consulting** New York, NY

*Business Analyst August 2014 - Present*

* Helped one of the largest US hospital systems develop a roadmap for its call centers that would save over $5 million annually while providing better patient service
* Lead a marketing personalization strategy project for a mass-merchant retailer. Was personally recognized by company CMO and SVP of Marketing
* Developed an onboarding guide to introduce new hires to the various social impact opportunities available at the firm

**Zinio LLC**  New York, NY

*Digital and Social Strategist November 2011 – April 2013*

* Coordinated $1.5 million annual digital media spend using online and retargeting platforms
* Analyzed effectiveness of marketing campaigns for CEO and CMO by creating monthly analytics reports

**LEADERSHIP EXPERIENCE**

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

*President September 2013– May 2014*

* Worked with top companies in marketing to plan speaker series, networking events, and industry panels
* Secured speakers and sponsorships for the Marketing Mix, NYU Stern’s intercollegiate marketing conference

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

*Senior Program Assistant August 2013-May 2014*

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

**SKILLS & INTERESTS**

*Skills*: Microsoft Excel and PowerPoint, Visio, Tableau, SPSS, Media Buying, Customer Segmentation, Social Media

Management, HTML and CSS, Digital Personalization, Python, Cognos, Webtrends, Business Analytics

*Interests*: Photographing New York City, Traveling to new countries, Trying new coffee shops, Visiting Major League Baseball stadiums, Watching Shark Tank