

Celeste Pongratz

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EDUCATION

University of Miami

Coral Gables, Florida

Bachelor of Business Administration in Entrepreneurship and Marketing

Expected May, 2024

- **Relevant Coursework:** Marketing for Entrepreneurs / Fundamentals of Finance / Entrepreneurial Consulting / New Product Development / Professional Selling / Business Statistics
- **Activities and Societies:** Zeta Tau Alpha Sorority, National Society of Leadership and Success, National Society of Collegiate Scholars

Harborfields Highschool

Greenlawn, New York

Graduated May 2020

- **Unweighted GPA: 91.922**
- **Weighted GPA: 93.845**
- **Honors:** Italian Honor Society, Award of Excellence for Outstanding Achievement in College Italian, National Honor Society, National Society of High School Scholars

WORK EXPERIENCE

Fashion Show Brand Outreach Chairman

Miami, Florida

Zeta Tau Alpha Fraternity

November 2023 – April 2024

- Played a pivotal role in organizing and executing a fashion show to support breast cancer awareness and fundraising.
- Assisted in the promotion and marketing of the fashion show to maximize attendance and impact.

Sales And Marketing Intern

Miami, Florida

Shop at Stem

June 2023 – November 2023

- Played a key role in promoting sustainable practices within the fashion industry.
- Assisted in fabric development and product design at Shop at Stem, contributing to the creation of new clothing lines.

Promotional Model

Miami, Florida

Adara Swimwear

June 2023 – August 2023

- Promoted Adara Swimwear's new summer collections as a Promotional Model in Miami and Italy.
- Contributed creative ideas for marketing campaigns and social media content.

Marketing Coordinator

New York, New York

Pongratz Perbellini Architects

June 2021 – August 2023

- Revitalized social media accounts, implementing a fresh content strategy to showcase the firm's design skills and projects in Italy and New York.
- Led the development and launch of a new, modern website for Pongratz Perbellini Architects, enhancing online presence and user experience.

The Karat Shop

Huntington, New York

Sales And Marketing Specialist

November 2020 – May 2022

- Collaborated with the design team to provide feedback and insights on customer preferences and trends.
- Acted as a brand ambassador and model, showcasing jewelry pieces in various marketing campaigns and social media platforms.

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in Italian and German

Activities: Kickboxing, Piano, Tennis, Tae Kwon Do, Fashion Modeling

Interests: International Business, Industrial Design, Fashion, Sustainability