

Asheem Calixte

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EDUCATION

- State University of New York at Oswego** Spring 2021- Spring 2023
MA, Strategic Communication
- State University of New York at Oswego** Fall 2017- Spring 2021
B.A, Public Relations & Political Science
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PROFESSIONAL EXPERIENCE

- Campus Recreation & Fitness** - Oswego, NY Sept. 2020 - Present
Communications Supervisor/Graduate Assistant
- Created strategic marketing and communication plans to build a long term relationship with students, faculty, and staff by creating newsletters, campus wide events, and wellness campaigns and programs
 - Strategically manage a staff of 60 employees in ensuring a high level of performance management and staff development and training
 - Supervised the recruiting process of all new employees including interviewing, training, and transitioning into different positions
- POWER Engineers** - Boise, ID June 2022 - August 2022
Government Services Marketing Coordinator Intern
- Supported the business development of company by creating messaging and provided descriptions of over 15 highly classified government projects by creating short narratives for promotional purposes
 - Generated an increase in client intake by creating strategic plans of web content that boosted website traffic significantly
 - Analyzed quantitative data of POWER Engineers's web page and created strategic content recommendations to drive public engagement
- New Student Orientation** - Oswego, NY June 2020 - Aug. 2021
Communications Office Staff
- Managed a team of 3 communication staff members handling both internal and external communications to incoming students and various departments on campus
 - Created email marketing materials such as newsletters, program promotional, and acquisition emails that was sent to 1400+ students and parents that caused a 65% increase in new student enrollment for Fall 2021 academic year
 - Served as a mentor to 100+ students by helping with their transition into college
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LEADERSHIP EXPERIENCE

- Student Association** - SUNY Oswego Aug. 2020 - May 2021
Vice President
- Balanced the Student Association annual budget of approximately \$1.4 million dollars by prioritizing the financial needs of all 200+ clubs and organizations
 - Managed a team of 25 Senate members by facilitating weekly meetings providing financial consulting to over 200+ clubs and organizations which resulted in the annual budget of the Student Association being over \$200,000 in the black
- Public Relations Student Society of America** - SUNY Oswego Jan. 2020 - May 2021
Treasurer
- Created and facilitated weekly programs on topics such as crisis management, campaign strategies, and marketing principles that resulted in an increase in student engagement and knowledge level of the field of communication/marketing/public relations
 - Managed the accounts by submitting purchase orders, creating budgeting plans, and identified short term and long term financial goals which resulted in an 95% increase in the organization's annual budget for the 2021 fiscal year
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INTERESTS/SKILLS

- **Skills:** Microsoft Office, Microsoft Dynamics 365, Adobe Indesign, & Adobe Photoshop, SPSS, Research, Critical Thinking, Interpersonal communication skills, Written & verbal presentation skills, storytelling, campaign strategy & Strategic thinking
- **Interests:** Internal Communication, Project Management, Social Media, Marketing, Business Development