

# CELIA FAROH

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## EDUCATION

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**The University of Notre Dame**, Notre Dame, IN May 2026  
Bachelor of Business Administration GPA: 3.6  
Major: Strategic Management and Marketing | Minor: Middle Eastern and North African Studies  
Study Abroad Fall 2024: Athens, Greece

## PROFESSIONAL EXPERIENCE

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**South Bend – Elkhart Regional Partnership**, South Bend, IN Summer 2024  
*Intern, Talent Attraction and Retention (TAR) Initiatives*

- Led external copyright and graphic design team to design, craft and market the region through the WE+YOU regional brand.
- Engaged new residents and personalized resources to showcase the region's amenities for a long-term impact on workforce.

**Undergraduate Marketing – Mendoza College of Business**, Notre Dame, IN Summer 2024  
*Research Assistant*

- Analyzed workplace stressors and benefits for influencer economy and related markets.
- Worked closely with multiple professors to lay the framework, garner insights and create initial theses for research papers.

**ND RecSports**, Notre Dame, IN Fall 2023 – Present  
*Group Fitness Instructor*

- Plan and lead fitness classes, primarily Sculpt'd Yoga, to Notre Dame students and faculty.
- Develop communication skills and motivation skills to interact and build rapport with clients.

**First Trust Credit Union**, Michigan City, IN Fall 2021 – Spring 2022  
*Intern, Marketing*

- Published quarterly Kids Club newsletters for 500+ young customers to encourage their future business.
- Designed the annual Onsite Car Sale ad that reached thousands of customers.

**Sand Creek Country Club**, Chesterton, IN Summer 2019 – Summer 2022  
*2022 Seasonal Employee of the Year* Winter 2022  
*Pool Manager* Summer 2022

- Managed the schedules, training, and performance of 18 swim instructors. Assisted with wait staff management.
- Recipient of the Alice Wesson Scholarship Award for leadership and dedication.

*Head Lifeguard and Swim Instructor* Summer 2021

## ACTIVITIES & LEADERSHIP

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**Student International Business Council (SIBC)**, Notre Dame, IN Spring 2023 – Spring 2024  
*PwC | Strategy Consulting Project | Travel Team Member* Spring 2024

- Analyzed consumer data and formed a recommendation to enhance a retail loyalty program with team.

*LEK | Strategy Consulting Project | Travel Team Member* Spring 2024

- Created a recommendation for the expansion of a quick-service, robot-operated restaurant.

*Citibank | Investment Banking Project | Travel Team Member* Fall 2023

- Researched the luxury retail market and developed a pitch for why LVMH should acquire Ralph Lauren.

*Baird | Investment Banking Project | Travel Team Member* Fall 2023

- Presented a recommendation for Baird to acquire an industrial company under a \$4.5 million market cap.

*Maranon Capital | Investment Banking Project | Travel Team Member* Spring 2023

- Developed a pitch for Maranon to pursue a leveraged buyout for an adhesive company.

**Center for Social Concerns – NDBridge Program**, Jinja, Uganda Summer 2023  
*Teacher/Mentor*

- Taught English to 40+ eighth-grade students at Holy Cross Lakeview Secondary School.
- Assisted special needs students with vocational skills, such as weaving, at St. Ursula's Special Needs School.

## SKILLS & INTERESTS

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**SKILLS:** Problem-Solving, Critical Thinking, Communication, Creativity, Detail-Oriented, Microsoft Office, Canva, Asana

**INTERESTS:** Fitness, Yoga, Marathon Training, Golf, Volleyball, True Crime Documentaries, Amateur Crochet