



# Mariana Pratas

MBA Candidate

## Work Experience

### August 2023 - Present

Florida Atlantic University Marketing I Boca Raton, FL  
Florida Atlantic University Development I Boca Raton, FL

#### **Graduate Teaching Assistant**

Create course quizzes, exams, announcements, and assignments on Canva  
Ensure all grades are correct and graded according to rubrics  
Be the point of contact for students  
Facilitate fundraising efforts for the College of Business  
Manage and oversee the Fall American Marketing Association (AMA) Case Competition

### August 2021 - August 2023

Taylor University Advancement Office I Upland, IN

#### **Director of Digital Engagement & Annual Giving**

Responsible for the planning and implementation of a Day and Week of Giving;  
Facilitate fall and spring calling with digital engagement team;  
Recruit, hire, train, and manage the calling team and floor managers each semester;  
Direct and oversee the development of creative projects utilizing new technologies;  
Responsible for developing and maintaining a digital portfolio;  
Collaborate with the senior class leadership for the senior giving program;  
Oversee and lead employee and young-alumni giving initiatives;  
Grant proposal research and delivery.

#### **Achievements:**

- 2021 Best fundraising year in history - \$27M (189% of goal)
- Digital Engagement Connection Center (Phonathon) record of \$71K
- Annual Fund First-Ever \$3.15M goal achieved
- CASE Conference Panel Speaker on Digital Philanthropy and Leadership buy-in
- 2022 Day of Giving record of \$208K (378% of goal)

#### **Professional development:**

- CASE District V 2021 ~ Chicago, IL
- CASE Indiana Spring Conference ~ Ivy Tech
- Carnegie: The Connection ~ Virtual
- CASE Summer Institute in Educational Fundraising ~ Madison, WI
- Global Leadership Summit ~ Fort Wayne, IN
- CASE District V 2022 ~ Chicago, IL
- CASE Virginia Carter Smith Scholarship Recipient

### All throughout Undergraduate 2017 - 2021

Taylor University I Upland, IN

**International Student Orientation Co-Director & Marketing Coordinator**  
**Gym Front-desk Receptionist**  
**Conference Services Guest Relations & Project Manager**  
**Independent Projects Graphic Designer**

## Contact

### Phone

317-778-8977

### Email

marianaprataspalma@hotmail.com

### LinkedIn

www.linkedin.com/in/mariana-pratas

## Education

2023-2025

### **Masters of Business Administration**

Florida Atlantic University

2017-2021

### **BA Marketing & Business**

#### **Management**

Taylor University

GPA 3.85

## Top Strengths

Public Speaking and Writing

Developer

WOO (Win One Over)

Adaptability

Tenacity

Project Management

Creativity

Galvanizing

## Languages

English

Portuguese

Spanish