

ALANA GODFREY

alanagodfrey11@gmail.com • [linkedin.com/in/alanamgodfrey](https://www.linkedin.com/in/alanamgodfrey) • 949-501-3639 • 8934 Reading Ave Los Angeles CA 90045

EDUCATION

Southern Methodist University Cox School of Business
Dallas, TX

Bachelor of Business Administration, Real Estate

Expected 2026-2027

GPA: 3.5 / 4.0 | BBA Scholar, Provost Scholarship

EXPERIENCE

Palm Beach Tan
Dallas, TX

Beauty Consultant

April 2023 – July 2024

- Provided personalized recommendations for 200+ clients monthly, improving customer satisfaction and upselling products through strong communication and product knowledge.
- Built loyal repeat customer relationships by offering friendly, consistent, and attentive service.
- Handled daily retail operations, including POS transactions, inventory management, and maintaining a clean and welcoming store environment.
- Earned *Certified Tan Operator* certification after completing a 30-hour training program.
- Worked efficiently in a fast-paced environment while meeting sales goals and maintaining high service standards.

Starwood Capital Group
Greenwich, CT

Real Estate IT

March 2025 – August 2025

- Supported cross-functional Real Estate and IT teams by organizing property and system related data and ensuring materials were accurate and client-ready across reports and presentations.
- Assisted with troubleshooting and day-to-day technology needs, strengthening problem-solving skills and responsiveness in a fast-paced professional environment.
- Collaborated with team members to meet deadlines and support smooth operations, emphasizing reliability, communication, and attention to detail.
- Gained experience working in a client-focused setting where clear communication and efficiency were essential to supporting internal stakeholders.

Imperial Capital
Los Angeles, CA

Summer Analyst

Jun 2021 – Aug 2021

- Assisted Associates/VPs in company and sector due diligence, supported senior staff with research, presentation preparation, and data organization.
- Worked collaboratively on investment team projects requiring communication, accuracy, and time management.

LEADERSHIP

SMU Real Estate Club – Folsom Institute for Real Estate
Dallas, TX

Member

Aug 2022 – Present

- Access to increasing proficiency in industry software such as ARGUS, Excel, and Tableau and enhanced knowledge of real estate finance strategies by attending workshops and seminars.

- Actively engaged in weekly networking events, corporate treks, skill training, and mentorship programs.
- Gained experience working with teams in professional and academic settings.

Alpha Chi Omega

Dallas, TX

Philanthropy Chair Member

Feb 2023 – Sep 2024

- Planned and executed large-scale philanthropic events, including Alpha Chi Couture with 500+ attendees
- Raised over \$200,000 for domestic violence awareness through sponsorship outreach and event coordination.
- Mentored new members and contributed to a positive, community focused chapter culture.

ADDITIONAL INFORMATION

Skills: Customer Service, Hospitality, Sales, POS Systems, Cash Handling, Time Management, Multitasking

Technical: Microsoft Office, Adobe Suite, Final Cut Pro

Interests: Graphic design, Pilates, travel, concerts