

Arianna Baldera

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EDUCATION

Virginia Commonwealth University

Richmond, VA

Bachelor of Science in Marketing, concentration in Communications and Analytics, minor in Sales

May 2028

Bachelor of Science in Business Management, concentration in Management/Administration

Relevant Coursework: Managing People in Organizations, Leadership, Marketing Principles, International Marketing, Digital Marketing

WORK EXPERIENCE

Virginia Commonwealth University

Richmond, VA

Service Learning Intern

August 2026 - Present

- Executing targeted campus recruitment campaigns and deliver internal career pathway presentations, increasing program visibility, student retention, and professional progression
- Managing tier-based peer mentorship framework, coaching 4 Advanced SLTAs in leadership development while establishing scalable practices to onboard 5 first-time SLTAs, up from 2 Advanced and 3 first-time the prior semester
- Overseeing end-to-end execution of multiple student leader initiatives by establishing milestone accountability, tracking performance metrics, and enforcing deadline management

Virginia Commonwealth University

Richmond, VA

Advanced Service Learning Teaching Assistant

August 2025 - May 2026

- Coordinated weekly communications with faculty to streamline course operations and supported the execution of two major class projects through guided discussions and direct student mentorship
- Mentored, trained, and onboarded a new teaching assistant, delegating tasks and providing ongoing operational support to ensure efficient instruction delivery
- Facilitated 14 hours of mandatory semesterly community service per student, partnering with local organizations and actively participating alongside cohorts to drive student engagement

LEADERSHIP EXPERIENCE

Alpha Kappa Psi Business Fraternity

Richmond, VA

Vice President of Rituals

August 2026 - Present

- Leading and facilitating 3 chapter rituals, ensuring ceremonies are conducted professionally, efficiently, and in accordance with organizational standards
- Collaborating with a 7-member Executive Board to coordinate chapter operations, maintain accountability, and promote a professional organizational culture
- Establishing expectations for punctuality and professionalism by ensuring chapter rituals and events begin on time and operate according to planned schedules

ORGANIZATIONS

Alpha Kappa Psi Business Fraternity

November 2024 - Present

Women In Business (WIB)

August 2025 - Present

SKILLS

Technical Skills: Microsoft Office Suite, Canva, Adobe, Photoshop, Google Scholar, Google Workspace, Google Analytics, Survey Monkey

Soft Skills: Leadership, Customer Service, Sales, Critical Thinking, Problem Solving, Public Speaking, Professional Writing, Teamwork, Digital Literacy, Mentoring, Project Coordination, Communication, Adaptability