GISELLE SCIGLIANO

Saint Augustine, FL | (561) 797- 2016 | giselleescigliano@ufl.edu | linkedin.com/in/giselle-scigliano

EDUCATION

University of Florida, Warrington College of Business **May 2029**
Bachelor of Science in Business Administration, *Information Systems* Gainesville, FL

- GPA: 4.0/4.0
- AI Certificate Candidate

WORK EXPERIENCE

Florida DECA **August 2025 - March 2026**
Retail Management Intern Remote

- Designed and selected merchandise for Florida DECA's Career Development Conference by analyzing student preferences, prior sales, and current trends, reaching nearly 3,000 competitors.
- Evaluated pricing and product performance, determining what merchandise to add, revise, or discontinue, while collaborating with a fellow intern and Florida DECA leadership through quarterly meetings.
- Developed promotional strategies and monitored the merchandise shop during the Career Development Conference, supporting product visibility and efficient sales operations throughout the event.

Dream Dedicated Media **September 2023 - February 2026**
Marketing Intern Saint Augustine, FL

- Analyzed and qualified event leads using Hunter.io and 10Times by identifying and contacting hundreds of relevant businesses, building approximately 20 targeted prospect lists for outbound media sales in and around Jacksonville.
- Built and executed proposed email campaigns through Lemlist and AI-powered tools by segmenting prospects and tailoring outreach, sending hundreds of personalized emails to prospective clients.
- Created and analyzed Facebook advertising campaigns through Meta for Business while collaborating with content editors on branded micro-content, using performance insights to inform outreach strategies.

LEADERSHIP & INVOLVEMENT

Delta Sigma Pi **September 2026 - Present**
Brother Gainesville, FL

- Appointed as one of 27 newly initiated brothers amongst 116 applicants through a competitive recruitment process.
- Completed a five-week professional development program, conducting 50+ professional coffee chats and engaging with panelists from McKinsey & Co, P&G, KPMG, PepsiCo, Google, JP Morgan, and Goldman Sachs.

Florida Tech Pathways **September 2026 - Present**
Analyst: Consulting and Analytics Track Gainesville, FL

- Selected as one of 27 new analysts for the Consulting and Analytics Track, completing a consulting capstone analyzing U.S. sales and customer data for Lululemon Athletica across geographic, channel, and product segments.
- Conducted data analysis across four key dimensions, regional, sales channels, product categories, and demographics, developing over three data visualizations and data backed recommendations for regional expansion and optimization.

DECA Inc. **August 2023 - May 2026**
Vice President of Marketing Ponte Vedra, FL

- Led marketing initiatives for Allen D. Nease High School's largest club of 300+ members by developing and executing promotional strategies via print and media, driving awareness and engagement across the organization.
- Increased social media engagement by 400% by creating audience-focused content and implementing targeted marketing strategies, generating 17,000+ views on Instagram and TikTok.

ADDITIONAL INFORMATION

Awards: ICDC Finalist, Integrated Marketing Campaign (April 2025)
Honors: AP Scholar with Distinction; International Baccalaureate Diploma Recipient (July 2026)
Memberships: Peak Pulse Run Club, Florida Women in Business, UF Gator AI
Interests: Traveling, Yoga/Pilates, Cooking/Baking