

KELSEY GAGLIARDI

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EDUCATION

University of California, Santa Barbara

Sept. 2009 - June 2013

- B.A. Economics and Accounting, Technology Entrepreneurship Certificate
 - Accounting GPA: 3.22 | Overall GPA: 3.18

EXPERIENCE

Grader: UCSB Accounting Program

Sept. 2012 - Present

- Ensured academic integrity while grading midterms and finals for accounting courses

Administrative Student Manager: UCSB Recreational Sports Marketing

June 2011 - June 2013

- Initiated, designed, and managed a 107K marketing budget with income and staff expenses
- Managed monthly payroll expenses for staff and maintained all employee personnel records
- Performed candidate interviews and conducted training for all new staff and interns
- Managed group of interns to assist staff with projects and conduct data analysis

Audit Intern: BDO USA, LLP. Los Angeles, CA

Summer 2012

- Performed audit test work for clients in various financial statement areas such as cash, A/R, prepaid expenses, inventory, investments, fixed assets, A/P, expenses, and revenue
- Executed inventory observations for clients and participated in engagement team discussions
- Assisted other team members with substantive testing and sampling
- Performed documentation work and completed tie-outs of financial statements

Media Content Coordinator: UCSB Recreational Sports Marketing

April 2010 - April 2012

- Performed data and statistical analysis on Google Analytics and Search Engine Optimization
- Generated a 112% increase in Facebook page "likes" from social media marketing
- Wrote, edited, and uploaded content to UCSB Recreational Sports website: GauchosPlay.com

Marketing and Business Development Intern: DeHood Inc. Palo Alto, CA

Summer 2010

- Invented and proposed college marketing strategy for UCSB campus to company developers

LEADERSHIP ROLES

President: UCSB Accounting Association

Jan. 2012 - Dec. 2012

- Oversaw all club operations including weekly meetings, Meet the Firms, and the Awards Banquet

Technology Officer: UCSB Accounting Association

Jan. 2011 - Dec. 2011

- Maintained the department website and Facebook page to communicate with students

AWARDS, ACTIVITIES, AND INVOLVEMENTS

Awards: Maxwell Pellish Award for Outstanding Service to UCSB Accounting Program (**Spring 2013**)

Ina Kristiansen Academic and Leadership Award in Recreational Sports (**Spring 2012**)

Member: CalCPA (**Aug. 2011 - Present**) | CPA/Law Society of Ventura County (**April 2011 - Present**)

Volunteer: UCSB's BCYOP (**Spring 2011**) | UCSB Freshman Move-In Crew (**Summer 2010**)

Participant: Alumni Business Etiquette and Protocol Event (**Spring 2011**) | PwC xACT and xTAX Competitions (**Fall 2010 and 2011**) | Relay for Life (**Spring 2010**)

SKILLS AND INTERESTS

Excel, Outlook, Word, PowerPoint | Website Creation/Hosting | Wordpress Blog | iWeb | Joomla CMS | Social Media Marketing | Twitter | LinkedIn | Digg | Foursquare | Google+ | Windows and Mac OS |

www.linkedin.com/in/kelseygagliardi | www.twitter.com/kelseygagliardi