

Alisha Guffey

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Education

The Fletcher School of Law and Diplomacy, Tufts University

Medford, MA

Master of International Business: Concentration in Strategic Management and Marketing GPA 3.64

Expected May 2016

- Selected by Deloitte Consulting to participate in their CORE Leadership Program
- Coordinated Talent Acquisition & Corporate Relations for the Tufts Clean Energy Conference
- Participating in the I-DEV MBA Green Light Business Analysis Practicum for Social Impact Investing

Indiana University

Bloomington, IN

Bachelor of Arts in French GPA 3.85

December 2014

Graduate Certificate – The School of Public and Environmental Affairs GPA 3.89

December 2013

Bachelor of Arts in Telecommunications & Studio Art: Kelley School of Business Minor GPA 3.23

May 2003

- Double Concentration in Media Management and Design & Production
- Production Assistant, WTIU PBS Television and Indiana Radio & TV (1999 – 2002)
- Multi-Media Consultant Supervisor, Student Technology Centers supporting 40 computer labs and 15 consultants
- President, Indiana University Women's Rugby Club; Executive Secretary, Indiana University Club Sports Federation

Professional Experience

Solstice Initiative – Community Solar

Medford, MA

Social Enterprise Business Development Fellow

December 2014 - Present

- Develop and implement marketing, communication, and sales strategies for corporate and community partners

FSG Social Impact Consulting – Agents of Change Project

Boston, MA

Research Analyst, Tufts University Department of Urban & Environmental Planning

September 2014 – Present

- Conduct research for the Shared Value Initiative on corporate sustainability marketing practices
- Partnering with Geneva-based team to publish research articles on the role of competitors within trade associations

Richard L. Roudebush Veterans Medical Center

Indianapolis, IN

Planning Committee Outreach Member - Vocational and Community Rehabilitation Program

January – June 2014

- Coordinated marketing and corporate relations providing 5,000 open positions for Indiana's largest Veteran Career Fair
- Administered the event website, social media, and the registration database for over 200 employers

United States Army

Combined Joint Task Force for Horn of Africa

Djibouti City, Djibouti

Future Plans and Assistant Operations Officer

October 2012 – December 2013

- Managed 160 personnel across 7 countries conducting civil-military missions and economic development projects
- Oversaw operational budget of 350,000 USD per quarter; forecasted annual operational budget proposals
- Developed US State Department training modules for African Union & UN Missions on civil-military relations
- Advised on combined response of military and civil authorities to the East African Embassy Crisis Response Team

411th Civil Affairs Battalion

Danbury, CT

Staff Communications Officer

June 2011 – September 2012

- Supervised 35 communications specialists managing installation and maintenance of satellite, data and radio equipment
- Planned strategic mobile communication framework for 150 personnel

Kandahar Provincial Reconstruction Team

Kandahar City, Afghanistan

Civil-Military Operations Team Lead

January 2010 – May 2011

- Planned, budgeted and implemented 20 bilateral development projects; Contracted 7M USD of government projects
- Administered 250,000 USD in foreign cash payments for U.S. Government emergency relief funds
- Negotiated interagency and multinational government bilateral governance, security and development agreements

New York City Recruiting Battalion

New York, NY

Recruiter-Human Resource Specialist

March 2005 – December 2009

- Increased production by 24% in top-tier market segments by developing targeted marketing strategies
- Streamlined processing by 50% exceeding both monthly & annual quotas; organized community relations outreach program
- Spearheaded one-time national recruitment of specialized skilled linguists for national security program
- Awarded New York City Top New Recruiter; Queens Company Top Recruiter; National Recruiting Excellence Award

Additional Information

Language: General Professional Proficiency in French, Elementary Japanese, Elementary Spanish, Elementary German

Technical: Microsoft Office, Bloomberg Terminals, Word Press, HTML, Adobe Creative Suite, Final Cut Pro, Avid and GIS software

Study Abroad: Aix Marseille Université-France (2014); Université Sainte-Anne-Canada (2013); New York University-Paris (2011);

NATO School Oberammergau Germany (2013); Hunan Normal University-China (2000); Okazaki Institute-Japan (2001)

Awards: Army Commendation Medal; Military Volunteer Service Medal; U.S. State Department Certificate of Achievement