



Keith Costello

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Objective

To contribute knowledge and skills in the health and wellness industry

Education

- **Bachelor of Business Administration in Management**, St. Louis University, St. Louis, MO, May 2008
Major GPA: 3.7 while volunteering up to 5 hours weekly; cumulative GPA: 3.2

Professional Profile

- Hard working, enthusiastic contributor, passionate about health.
- Well-developed organizational, communication, and leadership skills, along with drive to excel
- Strong desire to aid people in living a healthy lifestyle, along with improving my own.

Work Experience

Intern, *International Association for World Health*, Washington, DC, January 2007 to May 2008

- Organized World Health Day
- Played key role in operations of non-governmental organization, including budgeting and client relations.

Intern, *Chapman Health Clinic and Day Spa*, St. Louis, MO, August 2006 to December 2007

- Interacted with customers daily; scheduled appointments, informed clients of services and products offered, and performed follow-up phone interviews.
- Designed and compiled a monthly newsletter; utilized marketing tactics to familiarize clients of special events/services being offered while influencing them to visit the clinic.
- Observed therapists during treatments while assisting with set up/clean up and conducting surveys.

Organizational and Leadership Roles

Membership VP, *Social Fraternity*, St. Louis University, St. Louis, MO, January 2008

- Developed and coordinated marketing strategies for increasing membership
- Motivated and directed 30 men to improve organizational morale while boosting dedication and character
- Improved retention rates by 12 percent from previous year; increased membership by 15 percent.

Group Leader, *Upper-Level Business Course Team*, St. Louis University, St. Louis, MO, Spring 2007

- Collaborated with six other members via e-mail, phone, discussion boards, and online conferences to visualize and develop an effective communication scheme, resulting in a third-place rank out of 20 teams competing.

Event Planner, *Red Jacket Charity Fund-raiser*, St. Louis University, St. Louis, MO, Fall 2006

- Hosted four separate fund-raising events that generated \$1,500 for various local charities.
- Publicized events, increasing participation from previous years.
- Communicated with several local businesses to hold events and influence donations.

Wellness Committee Member, *St. Louis University*, St. Louis, MO, Fall 2005

- Collaborated with six other members to head a campus-wide Wellness Fair for 2005.
- Utilized marketing and promotional skills to increase student interest by 10 percent from previous year.
- Scheduled and monitored various health workshops, including Self Defense and Nutrition.

Computer Skills

- Microsoft Word, PowerPoint, Excel, SPSS