



Lubin School of Business

New York City Awards Ceremony 2024

Gail Yosh - Doctoral Program Award

Dr. Yosh is a dedicated educator and communication strategist. Serving as a Teaching Professor at Montclair State University, Dr. Yosh excels in developing and delivering comprehensive business communication courses, honing students' skills in various areas including crisis management and cross-cultural communication. Additionally, as the Founder of Quanta Communications, she provides strategic solutions in corporate communication, empowering businesses with effective internal and external communication strategies. With a rich background in managing corporate communications at Medco Health Solutions and event coordination at Cendant Corporation, she brings a holistic understanding of communication dynamics to both her professional and academic roles. She is also a Third-Degree Black Belt in Tae Kwon Do. Dr. Yosh's commitment to personal and professional development is evident through ongoing academic pursuits, service as a faculty advisor to young women in the business field, and active involvement in industry associations.

Krishna Dadia - Outstanding Student of the Year

Krishna Dadia is graduating with a 4.0 GPA in Marketing Analytics. Her coursework and hands-on projects include a highly successful project on Tableau analyzing Airbnb's Jersey City rental property trends. Krishna has served the Lubin Community as a Graduate Research Assistant, a Market Research and both Social Media Manager and Vice President of the Pace Indian Students' Association. She served as a Consumer Insights intern at First and First Consulting, where she streamlined influencer vetting processes, utilized social listening platforms, and delivered compelling research presentations for top brands. Krishna demonstrated exceptional leadership, orchestrating successful cultural events such as Holi and Diwali as well as professional networking opportunities for the Pace Indian population- annually bringing over 500 members of the Pace community together per event to celebrate their culture and common interests. Prior to her time at Pace University, Krishna worked for NielsenIQ and Savage and Palmer in both market research and business development. Krishna intends to pursue professional opportunities in the Marketing Industry here in New York City upon her graduation.

Amir Mujovic - Scholastic Achievement Award + NYS Society of CPAs Award

Amir Mujovic is a rising star in the realm of Accounting and Finance. After graduating with the highest honors from Pace University's Lubin School of Business with a Bachelor of Business Administration in Accounting, Amir has already made significant waves in the industry. From conducting commercial real estate valuations to projecting financial feasibility across product lines, his proficiency in financial analysis and strategic decision-making is unparalleled. Currently excelling as an Accounting Intern at Raines & Fischer LLP, where he demonstrates meticulous attention to detail in tax preparation for high net-worth individuals, Amir's dedication to excellence is evident in every aspect of his work. Furthermore, his astute management acumen as Manager at Elite Events Entertainment and Management NYC underscores his ability to drive success through strategic planning and leadership. With a diverse skill set and a passion for sports and cryptocurrency investing, Amir Mujovic is not just a promising talent but a dynamic force shaping the future of accounting and finance. He plans to attend graduate school and complete the CPA exam upon his graduation.

Hitasha Nagdeo - Graduate Leadership Award + Graduate Alumni Assoc Award

Hitasha Nagdeo is an astute professional with a diverse skill set spanning public affairs, digital marketing, content creation, and research analysis- bringing a wealth of experience to every endeavor. During her time at Pace, Hitasha served as a Graduate Assistant for Dean Randi Priluck and Professor Larry Chiargorius, where she played a pivotal role in facilitating student transition programs and supporting marketing strategy courses. She also served as President of TEAM Pace and the Lubin Graduate Marketing Society. In addition to graduating with her Master of Science in Social Media and Mobile Marketing, Hitasha also possesses an MBA in Management Studies from Narsee Monjee Institute. Hitasha volunteers for causes like Susan G. Komen and AIDS Walk, embodying a commitment to making a positive impact on the Pace community and beyond. Since completing her Masters in the Fall, Hitasha has been serving as a Public Affairs Fellow at Pace University's University Relations Department. Hitasha leads collaborative efforts with external stakeholders, fostering impactful partnerships and advocating for the University's interests. She intends to immediately begin the pursuit of her Doctoral degree in partnership with Pace University's Lubin School of Business.

Paola Beber Sanches - Undergraduate Alumni Association Award Winner

Paola has been the recipient of numerous accolades, including the prestigious Brand Marketing Team Award in 2023, as well as the Dean's Scholarship, Jack Kent Cooke Scholarship, and Charter Scholarship during her time at Pace. Not only a scholar but also a leader, she is a member of the Pforzheimer Honors College, where her Honors Thesis delves into the intricacies of marketing strategy in the digital age. Paola's journey extends beyond the classroom, with her internships at Spectrum Reach showcasing her exceptional talent and dedication. Her involvement in community service, such as co-founding an art program for children in Westchester County,

exemplifies her commitment to making a positive impact. As she sets her sights on future endeavors, including the desire to pursue a Master's degree, Paola's unwavering dedication to excellence serves as an inspiration to us all. Upon her graduation, Paola intends to extend her internship into a full-time position with Spectrum Reach.

Angelina Johnson - Professional Management Award

Angelina Johnson has been an asset to the Pace Community for many years. She is graduating with a Bachelor of Business Administration in Arts and Entertainment Management. She has received multiple scholarships including the Honors Scholarship, Honors Opportunity Scholarship, John and MJ Rossello Endowed Scholarship, and Maggiore New York City Endowed Scholarship during her time at Pace. She has completed her honor's thesis which was "A Marketing Plan for the Optimization of SEO and Social Media Marketing Techniques to Successfully Launch a Music Artist". Her internships include roles at Victoria's Secret, Nike Communications, HudsonGray, and Authentic Brands Group. She has served the Pace Community as a Tour Guide, Honors Mentor, a Lubin Ambassador, and led organizations like Kappa Delta and Industry Network. She actively participates in community service events, including fundraising for the NYSPCC. She intends to join the workforce in an exciting new position upon her graduation.

Yevgen Naydonov - Career Services Award + Digital Marketing Award

Yevgen Naydonov is a dedicated scholar and aspiring marketer. Throughout his academic journey, Yevgen has consistently achieved academic excellence, earning Dean's List First Honors multiple times and receiving several scholarships. Yevgen's honors thesis explores the potential impact of Google Chrome's removal of third-party cookies on paid display advertising. Alongside his academic pursuits, Yevgen has gained valuable professional experience through internships in various marketing roles with companies such as GAOTek Inc., Page Society, Karp Strategies, and Open Road Integrated Media Inc., demonstrating his commitment to practical learning. Engaged in campus life, Yevgen has held leadership positions in several student organizations, including Director of Events at Pace Advertising Club and Executive Director of Account Planning, Research, and Consumer Insights at the Brand Marketing Team. His involvement extends to mentoring, volunteering, and ambassadorship roles within the university community. Looking towards the future, Yevgen plans to pursue graduate studies, aiming for either a general MBA or an MS in Marketing Analytics while seeking opportunities in consumer insights or paid media analysis within the media or research industry.

Fatima Rehana - Graduate Career Services Award

Fatima Rehana is graduating with her MBA in Marketing Analytics. During her academic journey, she demonstrated exceptional dedication and leadership. Fatima's professional path blossomed through multiple internships with Pace's Career Services. This eventually led to an internship opportunity as a Global Marketing Intern at Commvault. Beyond academics, Fatima actively contributed to the Pace community, holding prominent leadership roles in various student organizations such as TEAM Pace, Lubin Women in Leadership Club, Pace Graduate Finance Club, Pace Strategy and International Business Club, International Student Club, and Lubin Graduate Marketing Society.

Notably, she spearheaded collaborative efforts to organize Pace University's inaugural Eid celebration, showcasing her commitment to cultural inclusivity and community engagement. As a result of her continued dedication to Career Services throughout her time at Pace, Fatima has secured a full-time position with Nagarro as an Associate Digital Analyst.

Talia Littman - Brand Marketing Team Award

Talia Littman is a dynamic marketing professional with a Bachelor of Business Administration degree in Advertising & Integrated Marketing Communications from Pace University's Lubin School of Business. Throughout their academic journey, Talia demonstrated exceptional leadership as President of Pace's Brand Marketing Team, overseeing the development of innovative marketing strategies. Their professional experience includes a significant internship at DoAble/Shine A Light, where they contributed to the launch of a Shorty Award-winning platform focused on combating antisemitism. With certifications in digital advertising and social media marketing, Talia seeks opportunities in programmatic advertising and creative strategy, reflecting their passion for diverse industries including fashion, cosmetics, luxury brands, and hospitality.

Luke P. Ceccon- Human Resources Departmental Award

Luke is graduating from Pace University's Lubin School of Business with a BBA in Human Resources Management and a Minor in Spanish, maintaining a stellar GPA of 3.89. His professional journey began with internships at Omnicom Media Group and LVMH, where he was swiftly promoted to Junior Compensation Analyst. Luke's leadership roles include serving as President of the Lubin School of Business brand of the Student Government Association and founding e-board member of the Human Resource Management club. Committed to community service, he volunteered at Oasis- A Haven for Women and Children. Now, Luke embarks on a 24-month Graduate Talent Program at UBS in NYC, showcasing his versatility and ambition in HR. His cousin, Gabriella Ferrara, Lubin School of Business Class of 2016 and Chair of the Alumni Association's GOLD Committee, extends her congratulations and deep pride in her fellow Lubin Setter's accomplishments.

Dawid Panyszak- International Management Departmental Award

Dawid Panyszak is a highly motivated student studying International Management with minors in Economics and Finance at Pace University's Lubin School of Business. With a GPA of 3.95, he excels academically, particularly in courses such as Macroeconomics and Financial Management. Currently employed as a Credit Risk Analyst at TD Securities, Dawid previously interned at FEMA's Recovery Division, contributing to the development of training exercises. His professional background includes roles as an Assistant Facility Manager and Medical Assistant/Audiology Technician in the U.S. Navy, where he demonstrated strong leadership and operational skills.

Fluent in Polish, English, Italian, and Russian, Dawid is proficient in Microsoft Office and is dedicated to continuous learning, with plans to pursue the CFA and FINRA exams. Dawid also commits his time to community service at the Veterans Association, reflecting his commitment to giving back.

Danaley Silan- Advertising + Integrated Marketing Communications Departmental Award

Danaley Silan is a driven and creative professional pursuing double majors in Advertising and Integrated Marketing Communications, and Arts and Entertainment Management, with a minor in Special Events Marketing at Pace University's Lubin School of Business, boasting an outstanding GPA of 3.97. Their diverse experiences include serving as Director of Paid Media for Procter & Gamble's National Campaign for Tide and leading a team in pitching innovative marketing strategies. Danaley also contributes to the arts as a Publicity Intern at Vivacity Media Group, supporting Broadway and Off-Broadway campaigns. They further engage in arts education as a Marketing Intern at Arts For All, teaching art classes in NYC schools and managing social media. Additionally, Danaley showcases its entrepreneurial spirit as the owner of CrochetByDanaley Social Media, selling custom crochet projects. With a proven track record of excellence, Danaley is poised to make a significant impact in marketing and arts management.

Devkumar Donda- Global Marketing Management Departmental Award

Devkumar Donda is a dynamic individual currently pursuing a Master's in Luxury Business at Polimoda Fashion School in Florence, Italy. With a background in Global Marketing Management from Pace University, where they maintained a stellar GPA of 3.87, Devkumar gained valuable insights into the luxury goods industry through roles such as Marketing Advisor and Customer Relationship Manager at Rainbow Gems HK Ltd. Their experiences at Donda Exports and Nova Group Marketing, Inc. further honed their skills in diamond planning/design and account management/training, respectively. Devkumar's commitment to community service is evident through their involvement in health camps and fundraisers, highlighting a dedication to social welfare and outreach. Additionally, their participation in the Lubin Field Study Course and membership in the American Marketing Association underscore their proactive approach to learning and professional development. With a passion for the luxury jewelry business, Devkumar is poised to make significant contributions to the industry.

Angelina Bellucci- Digital Marketing + Entrepreneurship Departmental Awards

Angelina Bellucci is a Marketing and Entrepreneurship Summa Cum Laude graduate from Pace University's Lubin School of Business, recognized as the top graduate in both Entrepreneurship and Digital Marketing departments. With a GPA of 3.93, Angelina has demonstrated exceptional multitasking abilities, successfully managing academic excellence, founding and operating her e-commerce venture, Love, Angelina Shop, and excelling in demanding

internships. At Fintech Nexus, Angelina spearheaded product marketing and strategy, achieving significant subscriber growth and enhancing engagement through tailored marketing initiatives. Angelina's entrepreneurial journey began with the successful establishment of Love, Angelina Shop, which garnered over \$100,000 in sales and earned recognition in Business Insider. Passionate about marketing and product management, Angelina seeks opportunities in the tech industry to apply her skills and drive innovation.

Yauheniya Aheyeva- MS Arts + Entertainment Management Departmental Award

Yauheniya Aheyeva is a Marketing and Sales professional known for meticulous organization and strong communication skills. Currently serving as a Marketing & Sales Associate at People's Television in New York City since September 2023, Yauheniya excels in developing creative proposals and managing social media platforms to enhance brand visibility and engagement. Their prior experience at Mediacube in Minsk, Belarus, where they held roles such as Senior Video Production Manager and Localization & Production Coordinator, honed their project management expertise and ability to foster seamless cross-functional collaboration. With a Master of Science in Arts & Entertainment Management from Pace University and a Bachelor of Science in World Economy from Belarusian State University, Yauheniya brings a unique blend of business acumen and creative flair to their work.

Eveline Bussemaker- MBA Strategy & International Business Departmental Award

Eveline Bussemaker, a dynamic professional based in Pleasantville, New York, boasts a stellar academic background and a wealth of experience in finance, government affairs, and wealth management. With a Master of Business Administration (MBA) in Strategy and International Business and a Bachelor of Business Administration (BBA) in Finance, Eveline's academic achievements include numerous honors such as Dean's List First Honors and induction into prestigious honor societies. Notably, their honors thesis delved into gender equality recommendations and quota laws in the European Union. Eveline has gained practical experience through internships at Dell Technologies in Washington, DC, Rockfleet Financial Services in New York City, and Allianz in Rotterdam, the Netherlands. They also hold leadership roles in organizations like Beta Gamma Sigma and have contributed their skills to volunteering initiatives such as GMHC Legal, providing free legal services to clients with immigration matters. With a CFA certification and proficiency in languages including Dutch, English, French, and German, Eveline is poised for continued success in their career pursuits, with plans for further education in MSc Finance: Asset Management at the University of Amsterdam.

Sophia Quiban- Accounting Departmental Award

Sophia Quiban, a diligent accounting student from Farmingdale, NY, maintains a stellar academic record while excelling in various roles within the accounting field. Currently interning at Marcum LLP's Tax Alternative

Investment Group, Sophia prepares tax returns and collaborates with teams to meet strict client deadlines. With prior experience at Alexander A. Grasso, CPA, and Tax Technologies, Inc., Sophia has honed her skills in bank reconciliations, tax report preparation, and client service. As the Vice President of Beta Alpha Psi Iota Lambda Chapter, Sophia organizes professional events and community service initiatives, fostering meaningful connections within the business community. Notably, she led her team to win the Beta Alpha Psi Best Practice Competition in the Innovation Category. Positioned for success with a strong academic background and hands-on experience, Sophia looks forward to her upcoming full-time position at Marcum LLP, earned through her dedication and hard work.

Maitri Desai- MS Human Resources Management Departmental Award

Maitri Desai, a dedicated Master of Science in Human Resources Management candidate from Jersey City, NJ, possesses a solid foundation in talent recruitment and management. With experience in international and domestic settings, Maitri has honed her skills in candidate evaluation, training, and staffing. Currently serving as a Student Assistant at PACE University's International Student Services, she adeptly handles visitor inquiries and event coordination. As a former Talent Acquisition Intern at LEAD School, Maitri conducted virtual interviews and mentored new hires, showcasing her ability to excel in fast-paced environments. As Vice President of the Human Resources and Talent Management Club at PACE, Maitri demonstrated leadership and organizational skills in coordinating networking events. Eager to leverage her expertise, Maitri seeks full-time opportunities in recruitment and talent acquisition within the HR domain.

Arianna Patel- Arts + Entertainment Management Departmental Award

Arianna Patel, a Bachelor of Business Administration graduate specializing in Arts and Entertainment Management from Pace University's Lubin School of Business, stands out with a remarkable GPA of 3.96 and a Minor in Marketing. With a passion for the music industry, Arianna has interned at Universal Attractions Agency and currently contributes her expertise as a Marketing Intern at Queer Music Agency. Notably, Arianna played a pivotal role in creating the Pace Volleyball Club NYC, serving as Club Manager and contributing to its success. As an Office Assistant at Pace University's Office of Housing Operations and a Resident Assistant at the Office of Residential Life, Arianna showcased her professionalism and multitasking abilities. Eager to continue her journey in the music industry, Arianna is dedicated to her role at Queer Music Agency while actively seeking new opportunities within the field.

Rachel Hanna- Information Systems Departmental Award

Rachel Hanna, a driven Information Systems major from Pace University's Lubin School of Business, boasts a GPA of 3.7/4.0 and a passion for bridging technology with business strategy. With expertise in data analysis and systems optimization, Rachel's journey has included a transformative internship at the National Urban League, where she spearheaded marketing initiatives and honed her communication skills. Beyond her academic pursuits, Rachel's

commitment to community shines through her integral role in supporting local businesses and managing social media for her hometown bakery. Currently exploring opportunities in data analytics or marketing, Rachel's multifaceted experiences and proficiency in programming languages like Python and SQL position her as a promising candidate for future endeavors, including potential graduate studies abroad in data analytics.

Jamal Mallory- Public Accounting Departmental Award

Jamal Mallory, based in Bayside, NY, is a motivated professional with strong analytical, teamwork, and communication skills. Holding a BBA in Public Accounting from Pace University, he graduated with honors and a GPA of 3.86. Jamal gained practical experience through internships at Deloitte and Ernst & Young, preparing tax returns and building relationships. He led projects like the PwC Challenge Case Competition and the Biz Café simulation, showcasing his strategic thinking and leadership abilities. As Treasurer of the Pace Smash Society and Track and Field Jump Team Captain at Archbishop Molloy High School, Jamal demonstrated his organizational and leadership skills. With a passion for accounting, he's accepted a full-time position at Deloitte and continues to contribute to his community through volunteer work at The Bowery Mission.

Valeria Nacer- MBA Arts + Entertainment Departmental Award

Valeria Nacer, a bilingual communicator based in New York, merges her storytelling prowess with digital marketing expertise. With an MBA in Arts and Entertainment and a BA in Communications, she excels in crafting engaging narratives. As Host and Creator of the "Vida y Limones" podcast, she developed compelling episodes and elevated audience engagement. Her experience at Anahuac TV showcased her talent for captivating television content. Valeria's roles as a Graduate Assistant and Community Manager underscore her knack for event planning and social media management. Proficient in Adobe Suite and Microsoft Office, she brings creativity and strategic insight to every project, fueled by her passion for film, theater, and the arts.

Ana Vasilescu- MBA Business Departmental Award

Ana Vasilescu, a seasoned professional based in New York, excels in global strategy, e-commerce, and human capital management. With a track record spanning Victoria's Secret Digital, where she has held progressively senior roles from Digital Merchandising Manager to Director, Ana has honed her ability to lead cross-functional teams, execute complex strategies, and drive business results. Her expertise lies in localizing digital experiences, optimizing customer shopping behavior, and analyzing key performance indicators to inform actionable insights. Ana's journey also includes roles at Lord & Taylor and Vibrant Capital, where she demonstrated her proficiency in

financial analysis and client relationship management. Holding an MBA in International Business from Pace University and a BS in Business Management from Stony Brook University, Ana is adept at leveraging her analytical skills and entrepreneurial mindset to navigate dynamic business landscapes.

Satyaswaroop Mansinghka- MBA Business Analytics Departmental Award

Satyaswaroop Mansinghka, based in New York, NY, combines a creative engineering mindset with expertise in data analytics. Holding an MBA with a specialization in Business Analytics from Pace University's Lubin School of Business, Satyaswaroop is renowned for his prioritization skills, decision-making acumen, and excellent communication. With a Bachelor's in Business Management from the University of Wolverhampton, he brings a solid academic foundation to his professional endeavors. As a Graduate Student Assistant at Pace University, Satyaswaroop streamlined class allocation processes, facilitated business integration initiatives, and conducted in-depth market penetration analyses using Excel, Tableau, and Qualtrics, resulting in actionable insights and improved student engagement metrics. Eager to leverage his skills in a Business Analyst role, Satyaswaroop seeks opportunities to apply his programming proficiency, analytical acumen, and strategic mindset to drive impactful business outcomes.

Marlena Mertens- Business Management Departmental Award

Marlena Mertens, based in New York, NY, is a dedicated professional with a passion for human resources and office management. Graduating with a Master of Science in Human Resources Management from Pace University's Lubin School of Business, Marlena brings a wealth of experience from her diverse internships, notably at Standard Industries and IPG, where she gained invaluable insights into HR operations and strategy. Currently serving as a People Operations Coordinator/Office Manager at MikMak, she excels in end-to-end recruiting, onboarding, and event coordination. Marlena's commitment to student engagement is evident through her role as a Peer Leader at Pace University, where she mentored and advised incoming freshmen. With proficiency in various technical tools and certifications in HR management, Marlena is poised to make a significant impact in her future endeavors.