



MELISSA ADINOLFI

“Nobody said anything in life would be easy because if it were, the rewards wouldn’t mean anything.”



Melissa has crossed the finish line! She has successfully completed her Bachelor of Administrative Studies with a specialization in Marketing and will be walking across the stage in June 2012. She is out-going, bubbly, and knows how to keep busy. Melissa started off as a New College Peer Mentor and has climbed up the ladder to being the Student Success Programs Assistant. She manages general coordinating and planning of workshops and events for New College students. She also runs programs such as Classroom Reporting, PASS, Peer Mentorship, and Community Outreach Projects. Her amazing contributions do not end there, however. Melissa went from being the American Marketing Association’s (AMA) Vice President of Events and Programming to holding the position of Co-President. Melissa is also an AMA advisor and continues to apply what she has learned in the classroom to her work in and outside of York University.

Things you wish you’d done in university, but didn’t?

My undergraduate years were well-spent. I definitely did much more than just attend my lectures, hop on the bus, and then go home. I wish I got involved sooner though. Students should not hold back from the many opportunities York has to offer. Make the most of your time here and do *not* be afraid of your professors! I wish I approached them in my earlier years because there is so much you can learn from them outside of the classroom.

Things that you’re most passionate about?

I have an undying love for event planning, social media, and the arts! Through AMA, my strength in event planning has flourished. I am excellent at executing ideas and ensuring everything is going well behind the scenes and on stage. Through advertising for these events, I am able to appreciate social media tools. I believe businesses should really utilize technology to communicate with customers and build relationships. It’s amazing how helpful it is to use social media sites to build brand and connect with others. The same goes with the arts – music, dance, and creative writing are my outlets to conveying messages and connecting with others. I find these to be unique forms of communication and if I’m not found behind my desk working away, I can be found in the front row of a Broadway show, concert, or art gallery. Put together, my passion lies within marketing through all sorts of mediums.

Add Melissa
on Linked In:

