

LINDSAY KALIA GOAD

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EDUCATION

Purdue University - West Lafayette, IN

May 2028

Bachelor of Science in Financial Counseling & Planning

Bachelor of Science in Selling & Sales

Certificate in Entrepreneurship, Daniels School of Business

WORK EXPERIENCE

Kalia Kreates- Founder & Owner, Valparaiso, IN,

June 2020-Present

- Founded a custom apparel and accessories business after identifying unmet demand for affordable, personalized college and event merchandise
- Built and executed SEO and social media strategies across Etsy, Instagram, Pinterest, and TikTok, generating over 270K shop views and 1,400 total sales to date
- Used customer order data and feedback to design trend-aligned, customizable products, resulting in 540 sales and 60 five-star reviews in 2025
- Managed end-to-end operations and customer experience, maintaining a 100% response rate within 24 hours

Roll Tack Ventures- Venture Communications Intern, West Lafayette, IN,

January 2025-April 2025

- Collaborated with investment and operations teams to synthesize findings from a 200+ company pipeline and support firm outreach and internal decision-making
- Organized and cleaned internal data sheets to improve the accuracy of investor and portfolio tracking materials
- Researched 10–15 potential limited partners or angel investors per week, prioritizing 5 high-quality, mission-aligned matches to support targeted fundraising

CapTrust - Job Shadowed an Investment Advisory Firm, Chesterton, IN,

December 2024-December 2024

- Completed a 3-day job shadow, rotating through hourly meetings with advisors, operations, and leadership to observe investment workflows and firm operations
- Engaged with the CEO and advisory team to understand portfolio management, client communication, and the importance of a client-centered advisory experience

Wings ETC. - Server and Hostess, Valparaiso, IN,

June 2022-August 2024

- Delivered high-volume customer service in a fast-paced dining environment, managing multiple tables and guest flow during peak hours
 - Coordinated with kitchen and bar staff to ensure accurate and timely food and drink delivery under time constraints
 - Processed orders and payments accurately using a POS system, handling cash and card transactions with attention to detail
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LEADERSHIP AND ACTIVITIES

Alpha Phi, Delta Mu Chapter- Director of Merchandise & Active Member, West Lafayette, IN,

October 2024-Present

- Led merchandise planning and execution for chapter and philanthropic events, designing apparel aligned with event goals and chapter branding
- Managed vendor coordination, inventory, and budgeting to ensure timely delivery and cost control for multiple events
- Supported women's heart health philanthropy initiatives through event merchandising tied to fundraising efforts

Brock-Wilson Center Leadership Development Program, Building CEOs- Selected Participant, West Lafayette, IN,

Fall 2025

- Selected for a competitive, 7-week leadership program focused on developing women leaders through structured workshops and Purdue-wide professional events
- Strengthened leadership presence, confidence, and interpersonal communication through experiential learning and cohort-based collaboration

2XS Purdue, Student-Led Hip-Hop Dance Team- Team member, West Lafayette, IN,

August 2024-May 2025

- Performed in regional showcases, including appearances at the University of Michigan and Chicago venues
 - Collaborated with teammates on choreography development and group performance execution
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SKILLS: Technical - Canva & social media marketing, Financial tracking & budgeting, Project coordination