

## ***Robert P. Donatelli***

928 Aspen Lane | Red Lion, PA 17356  
(412) 298-5071 | rpdonatelli@gmail.com  
LinkedIn.com/in/rdonatelli

### **Education**

#### **Robert Morris University, Pittsburgh, PA**

PA Certification: K-12 Business, Computer & Information Technology  
Master of Science: Business Education  
G.P.A. 3.97      Alpha Chi National Honor Society

**June 2010-Present**

**December 2011**

**Expected: May 2012**

#### **York College of Pennsylvania, York, PA**

Bachelor of Science Degree with a Major in Management and a Minor in Marketing  
G.P.A. 3.52-Cum Laude      2009 Student Senate Service Award  
2010 Capsim Management Simulation

**May 2010**

**Proficient In:** Leadership, Coaching, Mentoring, Academic Training, Social Media, Personal & Professional Branding, Public Relations, Project Management, Microsoft Office Suite, HTML, Quick Books Pro, CMS/LMS, Micro Type

### **Teaching & Coaching Experience**

#### **Upper St. Clair School District, Pittsburgh, PA**

##### **BCIT Student Teacher, August 2011-December 2011**

- Developed lesson plans for three preps: Accounting, Business Administration, and Keyboarding.
- Delivered instruction and facilitated learning for students in grades 9 to 12.
- Integrated technology and real world business applications into the classroom.
- Created new, cutting edge units on utilizing social media for business and economics.
- Maintained and managed student learning through Blended Schools, Blackboard, and Edline.

#### **Mt. Lebanon Area School District, Pittsburgh, PA**

##### **Assistant Junior High Football Coach, August 2010-October 2011**

- Built and maintained the junior high speed and weight lifting program for more than 35 students.
- Created and implemented strategic practice plans.
- Developed a visually appealing, user friendly playbook in PowerPoint.
- Instructor for teamwork and time- management skills developed through life lessons and team-building exercises.

#### **Dallastown Area School District, York, PA**

##### **Assistant Junior High Football Coach, August 2006-August 2010**

- Served as the Offensive and Special Teams Coordinator.
- Created and implemented the Wall of PRIDE.
- Led and motivated players to reach their full potential.

### **Business Experience**

#### **In The Spotlight Marketing, Inc. York, PA**

**ITS-Marketing.com**

##### **Marketing Manager, November 2009-Present**

- Created and implemented several strategic marketing plans focusing on branding, social media, and public relations.
- Managed and led a team of five in developing and creating a new website and social networking tool; Hilite.
- Created a web-traffic marketing plan that resulted in 25% more leads and customers to the company's website.
- Organized and managed the company's monthly social media meet up for 100 plus members.
- Developed a regular email newsletter for 5,000 people and helped to rework and update the organization's business plan.
- Recruited and hired top talent to fit the organization's culture.
- Helped create an employee handbook and develop job descriptions for employees.

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### **York College of Pennsylvania Students in Free Enterprise, York, PA**

**YorkSIFE.org**

#### **Marketing Coordinator, 2009-2010**

- Served as the Public Relations Director to more than 100 student volunteers.
- Organized, directed, and carried out all marketing activities for the organization.
- Results included increased member satisfaction and a nearly 50% increase in active membership.
- Used innovative and well-thought-out guerilla marketing techniques to be as efficient and effective as possible while working with a minimal budget.
- Actively participated in four volunteer projects.
- 2008-2010 Service Leadership Award recipient for volunteering more than 100 hours through SIFE.

#### **Social Activities/Fundraising Coordinator, 2008-2009**

- Responsible for bringing a sense of fellowship and unity to the organization through well-planned social activities.
- Raised more than \$1,000 for the organization through intuitive fundraising campaigns.

### **The Shipley Group, York, PA**

#### **Sales Manager, May 2009-August 2009**

- Managed and organized daily tabling events at Tom's Stores to sell 725 Shipley Revolution Cards.
- Responsible for delegating and leading a team of five sales reps to achieve specific goals.
- Analyzed and used data from past events to increase sales by 40%.

#### **Marketing Intern, May 2008-August 2008**

- Developed and executed a successful marketing plan for the Shipley RevCard.
- Utilized social networks as an effective advertising/marketing tool for Shipley products and services.
- Developed market studies in key areas to gain perspective on market potential and competition.
- Created professional newsletters for different divisions of the company to keep customers informed.

### **People's Bank, York, PA**

#### **Credit Analyst Intern, May 2007-August 2007**

- Responsible for spreading businesses and personal financial statements.
- Analyzed loan applications and approved them based on certain criteria.

## ***Volunteer Work***

#### **York College of PA Relay for Life (2009, 2010)**

- Team captain responsible for leading the SIFE team to raise over \$3,000 in the fight against cancer.

#### **Junior Achievement of Central PA (2008-2010)**

- Taught inner city students grade levels 3, 4, and 5 about the basics of business and our economy as a whole.

#### **Entrepreneurship York (2009-2010)**

- Mentored a high school team of five in a business plan competition which earned them 2<sup>nd</sup> place.

## ***Professional Affiliations***

Pennsylvania Business Education Association (PBEA) Member, Present  
National Business Education Association (NBEA) Member, Present  
National High School Coaches Association (NHSCA) Member, 2009

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[LinkedIn.com/in/rdonatelli](https://www.linkedin.com/in/rdonatelli)

***Educational References***

**Carolyn Cusick**

Business Education Teacher  
Upper St. Clair School District  
1825 McLaughlin Run Rd  
Pittsburgh, PA 15241  
(412) 576-8350  
[ccusick@uscsd.k12.pa.us](mailto:ccusick@uscsd.k12.pa.us)

**Dr. Richard Fuller**

Professor of Education  
Robert Morris University  
6001 University Boulevard  
Moon Township, PA 15108  
(412) 719-2721  
[fuller@rmu.edu](mailto:fuller@rmu.edu)

***Professional References***

**Bret Hoffmaster**

Vice-President of Marketing  
Shiple Group  
415 Norway St  
York, PA 17403  
(717) 771-1845  
[bhoffmaster@shipleenergy.com](mailto:bhoffmaster@shipleenergy.com)

**Rick Hogan**

CEO & Founder  
In The Spotlight Marketing  
1000 Heritage Center Dr, Ste. 141  
Round Rock, TX 78664  
(512) 410-9055  
[rick@its-marketing.com](mailto:rick@its-marketing.com)

***Personal Reference***

**Kevin Myers**

Head Football Coach  
Dallastown Area School District  
700 New School Ln  
Dallastown, PA 17313  
717-309-0409  
[kevin.myers@dallastown.net](mailto:kevin.myers@dallastown.net)