

WOMEN OF ISENBERG NEWSLETTER

Summer has arrived! As we move into June, the Woi team has welcomed the new members of the 2022 Women of Isenberg Conference Planning Committee, and has officially begun the planning process for the 2022 Conference. With a total of 12 members, this year's Woi team is the largest we have ever had, and we're so excited to see what the new team has to offer for the upcoming year!

This month's issue of the Women of Isenberg newsletter introduces the new members of the 2022 Woi Planning Committee. Continue reading to learn more about the new team.



WOI MISSION

The Women of Isenberg Conference was founded in 2014 to connect current UMass Amherst students with alumni, faculty, and corporate sponsors in a full-day professional development event. The Woi Conference creates a welcoming community for attendees from diverse backgrounds and industries to share experiences, foster confidence, and discuss the challenges we face as students in the classroom and women in the workplace.

**STAY
CONNECTED!**

SCROLL TO MEET

**2022 WOI CONFERENCE
PLANNING COMMITTEE**

CO-PRESIDENTS

AMY BRENNAN



Amy Brennan is a rising senior studying Operations and Information Management at Isenberg. She is also pursuing a minor in Political Science. This is her third year on the team, and she is thrilled to be serving as one of the Co-Presidents, as well as the Chief DEI Officer, of the 2022 Wol Team!

Amy loves Wol for many many reasons, but most of all she appreciates how it connects students and alumni in a way that creates lasting relationships, and for the way it inspires the Isenberg community of all graduating classes to learn, connect, and better themselves each and every year!

She is from Grafton, MA, and will be spending her summer as one of the Waterfront Directors at a summer camp in New Hampshire! When she's not working with Wol, or talking about Camp, you can find her reading a book, listening to Taylor Swift, or spending time outside, often she combines all three. She is beyond excited for the upcoming year, and is thankful to be once again planning an in person conference!

"We are so excited to lead such an exceptional group of women in the planning of the 2022 Women of Isenberg Conference. While our fingers are crossed for an in-person event, this past year has taught us that Wol is capable of anything. We are looking forward to working with our new team members, other UMass organizations, students, alumni, sponsors, and faculty to make this upcoming Wol Conference the best it can be." - Skye & Amy

SKYE LOVELL

Skye Lovell is a rising senior from Danvers, MA pursuing a degree in Marketing and a minor in Psychology. After being on the Wol Marketing and Communications (MarComm) Committee for two years, Skye is now one of the Co-Presidents for the 2022 Women of Isenberg Conference. She is excited to use what she learned this past year as Vice President of MarComm while continuing to grow and build her leadership skills in this new role.

Skye is passionate about the Wol Conference because it provides important role models for young women entering the workforce. Wol helps to empower all students to follow their passions, to be resilient, and shows them they can conquer anything they put their mind to.

This summer Skye will be interning remotely at Ametros as a Marketing & Communications intern. She will also spend time hiking mountains this summer, including a 3 day backpacking trip in Colorado. While she is excited for the summer, she can't wait to be back with her team in-person this fall!



MARKETING AND COMMUNICATIONS TEAM

RANIYA MAHDI

VICE PRESIDENT OF MARCOMM



Raniya Mahdi is an incoming junior from Basking Ridge, New Jersey pursuing a double major in Marketing and Political Science. After being a Student Ambassador and a Campus Outreach Director for the Wol team, Raniya is thrilled to be the VP of MarComm this year. One of the many reasons she loves Wol is because of the wonderful, empowering community it fosters and the incredible networking opportunities it provides to all attendees. Raniya is always inspired by the fact that the Wol conference is entirely planned by a group of fantastic and hardworking students!

This summer, Raniya will be working as a Marketing Intern for Braathe Enterprises and will be traveling to Mexico and Cape Cod. Outside of Wol, Raniya also performs on Jazba, the Bollywood/Bhangra Fusion Dance Team at UMass, is passionate about art, and co-writes her Grandfather's autobiography!

KATIE DIBLASIO

MARCOMM MEMBER, GRAPHIC DESIGN



Katie DiBlasio is an incoming junior Marketing and Studio Arts double major from North Andover, MA. She is the graphic designer for the Women of Isenberg Conference Team along with being the social media coordinator. Before committing to UMass, Katie's tour of Isenberg was arranged and led by former members of Wol and set in motion her interest in the conference. As a freshman Katie was accepted into the Student Ambassador program and found an incredible community within the Wol team. She was selected in 2020 to be the graphic designer for the team and transformed the conferences' branding. It has been an important part of her UMass experience as it has really helped to make a big campus feel small. Katie will be returning as the graphic designer for the 2022 team.

For the past couple years, Katie has worked as a freelance designer and social media specialist for a few small companies and even helped new businesses develop their brand image from scratch. When she isn't working for clients, she enjoys making original art and sewing her own designs. Katie's passion for art drives her business experiences and she found a great creative outlet in Women of Isenberg.

FAYOBOMI OLUSOLA-FALODUN

MARCOMM COMMITTEE MEMBER



Fayobomi Olusola-Falodun is an incoming sophomore from Ondo state in Nigeria. She is also a part of the MarComm planning committee for Wol this year. Her favorite thing about Wol is the amazing girls she has met and the opportunities she has found. From the stories and experiences shared with each other to the dedication and commitment worked hard to maintain, there's always so much to learn from the Wol community. Fayobomi believes there's absolutely nothing better than working with a group of strong women to achieve a similar goal and that's why her heart will always be with Wol.

This summer she will be spending time in England with some family.

CAITLIN REDDINGTON

MARCOMM COMMITTEE MEMBER

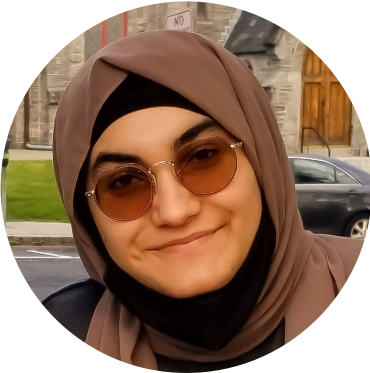


Caitlin Reddington is an incoming junior from Ashland, MA pursuing a degree in Marketing at Isenberg, as well as minoring in Information Technology and Studio Arts. She is very excited to be on the Marketing and Communications Committee for the 2022 Women of Isenberg Conference. Caitlin loves how Wol fosters the opportunity to gain networking experience and build long-term relationships with peers and alumni. One of her favorite aspects of Wol is the community of diverse and driven individuals brought together to share experiences and learn from one another.

Over the summer, Caitlin will be working as a camp counselor at Tenacre Day Camp in Wellesley, MA. She will also be interning for ALICEhelps, assisting the social media and marketing efforts for their startup program.

FAIZA KHAN

MARCOMM COMMITTEE MEMBER



Faiza Khan is an incoming sophomore from Sharon, Massachusetts studying Marketing with a minor in Psychology. This year, she is on the Women of Isenberg team as a Marketing and Communications Committee member. Faiza loves how Wol recognizes the need to build a more inclusive and diverse workforce. She is immensely proud and very excited to work with other passionate team members in designing and organizing a conference that celebrates and uplifts women!

This summer, she will be working on many small-scale projects (her mental health Instagram brand, her Etsy shop, etc.) as well as taking a one-month trip to her native country, Pakistan.

MEET THE

OPERATIONS & EVENT MANAGEMENT TEAM

KATE GAFFEY

VICE PRESIDENT OPS AND EVENT MANAGEMENT



Kate Gaffey is an incoming senior Finance major and Spanish minor from Boxford, MA. Kate is the Vice President of Operations and Event Management for the 2022 Women of Isenberg Conference. Kate's favorite thing about the Wol mission is forming new relationships with students and alumni with diverse backgrounds and experiences, but the same goals and drive.

This summer, Kate will be interning for Fidelity Investments as a Fund Operations Analyst. In her summer downtime, she works at Giordano's Pizza on Martha's Vineyard at the takeout window. Kate is also a TA for Isenberg Transitions and the Treasurer of Club Lacrosse. Outside of school, you can find Kate going thrifting, trying different restaurants, or watching tons of Youtube or Netflix!

SARAH AL-ASOUSI

OPS MEMBER, SPONSORSHIP



Sarah is an incoming senior Business Management major concentrating in Entrepreneurship and Innovation studies, along with a double minor in Psychology and Information Technology. She grew up on Cape Cod which is where she will spend her summer waitressing at her favorite waterfront restaurant in addition to her internship with a local architect. This past year, Sarah served as a Student Ambassador for the 2021 Wol Speaker Series and chose to escalate her involvement by joining the Wol Planning Committee as Sponsorship Lead and a member of the Operations and Event Management team. What excites Sarah the most about Wol is the opportunity it provides her to truly make an imprint while learning from such strong and inspirational individuals. Wol not only gives her a voice to impact others, yet it provides her with the confidence to do so and more. Sarah is looking forward to building relationships with a powerful community that will last beyond her time at UMass and paving the way for the other young and talented women to come!

MADISON HUGHES

OPS COMMITTEE MEMBER



Madison Hughes (Maddi) is an incoming sophomore from Charlton, Massachusetts pursuing an Accounting degree at the Isenberg School of Management. She is also minoring in Information Technology and hopes to combine her business skills with her interest in advanced technology. Maddi is thrilled to be a part of the Wol Conference Planning Committee as an Operations and Event Management member. After gaining experience as a Student Ambassador for the virtual 2021 conference, Maddi has become even more passionate about Wol and empowering women. Her favorite element of the conference is the sense of community and inspiration between the UMass students, alumni, faculty and professionals and the ability to make meaningful relationships.

Outside of Wol, you can find Maddi scooping ice cream at her summer job of 5 years, coaching/playing volleyball, going to the beach or spending time with friends and family. Maddi is very eager to plan and attend the 2022 Wol Conference and make in-person professional and personal connections!

ANNETTE SEBASTIAN

OPS COMMITTEE MEMBER



Annette is an incoming sophomore from Newton, Massachusetts. She is majoring in Operations and Information Management and Computer Science, and is part of the Operations and Event Management Committee for Wol. She is passionate about encouraging more representation of women and people of color in business fields and believes Wol is an amazing platform to do so. She loves how Wol provides a valuable support system that helps instill confidence in women and helps them excel in the workplace. Wol provides numerous resources for young women and shows them that they can accomplish anything they set their minds to. She is excited to be part of this team and contribute to its goal of empowering women!

This summer, she'll be traveling with her friends and family and working at a retail store.

SPECIAL PROJECTS OFFICER

DANIELLE MAJOR

Danielle Major is a rising senior Operations and Information Management major from Andover, MA. She is also pursuing a minor in Psychology and a Certificate in Data Analytics. Danielle first learned about Women of Isenberg at a UMass Amherst Accepted Students Day and instantly knew that she wanted to go to UMass and join this amazing organization. As a freshman, Danielle attended the 2019 Women of Isenberg Conference and absolutely loved how empowering this day of professional development was, connecting with students, faculty, alumni, and industry professionals. After serving on the WoI Marketing and Communications team and being a Campus Outreach Director, Danielle is thrilled to be the Special Projects Officer for the 2022 Women of Isenberg Conference.

In addition to WoI, Danielle will be interning at RSM in their Technology Risk Consulting department this summer and she will be an RA in her freshman-year dorm throughout the academic year. In her free time, Danielle enjoys running, kayaking on Lake Winnepesaukee, and spending time with her friends and family.



WOMEN OF ISENBURG
CONFERENCE

We hope you enjoyed the June edition of the WoI Newsletter and learned more about the 2022 Women of Isenberg Conference Planning Committee! This will be our last edition for the summer, but we will continue sending out monthly newsletters with updates in the fall. Stay connected with us on our social media!



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