



446 Parker Avenue | Buffalo, New York 14216 | 716-510-4402

"I used to spend hours trying to find the perfect words to prove to the world that I was talented. Today, I look for the honest words – the words that will reach others and let them know they're not alone when they dream crazy dreams."

Maria L. Pascucci, founder of **Campus Calm**
maria@campuscalm.com

All About Maria:

- ⦿ Self-starter who has founded and grown a successful and profitable service- and product-based business.
- ⦿ Expert communicator who is recognized nationally as **THE Students' Stress-Less Life Coach**.
- ⦿ Product developer and creator of the International Campus Calm University student association at CampusCalmU.com.
- ⦿ Campus speaker with a flair for connecting with high school and college audiences nationwide to empower students to become stress resistant, confident leaders, able to create their own paths to lifelong success and happiness.
- ⦿ Award-winning author with an expertise in addressing youth and college market issues.
- ⦿ Contributing author to the nationally acclaimed book *Chicken Soup For the Shopper's Soul*.
- ⦿ Expert interviewer with a knack for formulating thought-provoking questions that elicit meaningful interviewee responses.

Maria's Accomplishments:

- ⦿ 2009 Gold Medalist, *Campus Calm University*, in the 13th Annual Independent Publisher Book Awards.
- ⦿ APEX 2007 Award of Excellence in the New Website & Intranet Category.
- ⦿ 2006 Double-Award Recipient in the Feature Article Category at The 75th Annual Writer's Digest Writing Competition.

Maria as an Entrepreneur...

2006-Present

Founder and President

Campus Calm – the international online community for today's stressed-out students, and their parents and educators

Chief of Creativity

- ⦿ Conceptualized & spearheaded a media campaign that resulted in press for Campus Calm in *The Chronicle of Higher Education*, *the San Francisco Chronicle*, *the Huffington Post*, *Next Step Magazine*, *Examiner.com*, *About.com*, *The Buffalo News*, *WGRZ-TV Buffalo*, *Oklahoma College Connections*, *Business First* and many others.
- ⦿ Designed and created the **Campus Calm Student Success & Happiness Experts Circle Program**.
- ⦿ Developed strategic corporate alliances with College Parents of America, *Next Step Magazine*, *FyeBye Magazine*, University Chic Media, 1-2-3...Get Organized! and The Résumé Girl to further Campus Calm's national reach.
- ⦿ Formed partnerships with education experts to help students with the gamut of challenges they face, including time management, career worry and finances, depression, anxiety, and body image.

Chief Product Innovator

- ⦿ Masterminded company's audio coaching class CD series as part of the International Campus Calm U student association.
- ⦿ Developed and administered an in-depth survey to gauge target market reception of Campus Calm's services and products.
- ⦿ Designed and developed appearance and packaging of all products in tandem with Campus Calm's in-house art director.
- ⦿ Performed analysis of direct and indirect Campus Calm competition to identify competitors' strengths and weaknesses.

Maria as a Professional Writer...

- ⦿ Authored all editorial content on the Campus Calm website and weekly *Campus Calm Connections* newsletter.
- ⦿ Authored the award-winning book, *Campus Calm University*, which was published by The Campus Calm University Press in 2008.
- ⦿ Editor of the Campus Calm Department within *FyeBye Magazine* (For Young Entrepreneurs By Young Entrepreneurs).
- ⦿ Recognized as an EzineArticles.com Platinum Expert Author. Feature articles have been published in hundreds of websites that reach students worldwide.
- ⦿ Contributing author to *Chicken Soup for the Shopper's Soul*.
- ⦿ Freelance contributor to *Dove.MSN.com*, *Student Health 101*, *Next Step Magazine* and *The Buffalo News*.



Maria as an Expert Interviewer...

- ⦿ Secured exclusive Campus Calm interviews with international authors & actors, medical experts and education leaders.
 - ⦿ Experts include Jean Kilbourne, Courtney E. Martin, Denise Clark Pope, David Mammano, Carleton Kendrick, Madeline Levine, Richard Kadison M.D., The Résumé Girl – Lauren Hasson, Robin Ryan, Barbara McRae, MCC, Natalie Butler, Bo Forbes, Christine Hassler, Todd Romer, Danica McKellar, Jesse L. Martin, Charlotte Burley, Sheri McConnell and Brandon L. Griffin.
- ⦿ Formulated thought-provoking questions that have elicited meaningful interviewee responses.

Maria's Professional Development...

- ⦿ Brendon Burchard's **Sponsorships & Partnership Seminar** training February 2009.
- ⦿ **Create Your Association** mentorship program offered through the Association of Web Entrepreneurs May 2006 – Present.
- ⦿ Active member in The Association of Web Entrepreneurs and The National Association of Women Writers.

Maria as a Student...

- ⦿ **Canisius College**, Buffalo, New York, Bachelor of Arts, May 2001
 - Summa Cum Laude* graduate with a 3.92 GPA
 - English and History dual major with a minor in Writing
 - Dean's List Academic Scholarship Winner
 - Phi Alpha Theta and Sigma Tau Delta

Getting Real with Maria...

Behind the resume lies the core of a human ...

- ⦿ When Maria's not working she enjoys:
 - ⦿ Dancing. Maria was a tap dancer for 10 years as a child – if there's a hardwood floor and a pair of high heels nearby, she'll be open to a comeback performance.
 - ⦿ Spring, summer and autumn walks in the park with her husband.
 - ⦿ General Hospital. Yes, soap operas are oftentimes ridiculous, but they're also comic relief. Thank goodness for DVR!
 - ⦿ Juicing. Maria enjoys two electrical juicers, a heavy duty stainless steel one that her husband gifted her with for their 6-year anniversary and a travel juicer. She will not fly anywhere without her juicer, Magic Bullet blender and Ginsu knife in tow (yes, her bag gets tagged in airport security every time she travels).
 - ⦿ Time with her family. Privilege of growing up in a large extended Italian family who tries to butt into her business, fill her calendar with 50 family get-togethers per month, but who loves her with the best of intentions. She wouldn't trade them for anything in the world!

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