

LUCINDA ETLING

lucy.etling@icloud.com | Northview High School

SUMMARY

Ambitious administrative professional with over two years of experience providing comprehensive support to DECA members, chapter operations, and state operations. Proven track record of managing administrative tasks efficiently and maintaining strict confidentiality. Strong organizational skills coupled with excellent communication abilities to coordinate association activities and facilitate smooth workflow.



DECA EXPERIENCE

Successful Competitor

- Won second place at District competition in the Hospitality and Tourism Team Decision Making event (2024) and Hospitality and Tourism Professional Selling (2025)
- Achieved honors and placed third at State competition in the Sales Project event
- Received Honorable Mention with Business Solutions Plan

January 2024-Present

Chapter Officer

- Provided administrative support to a chapter of 80+ members, including membership management, finance overseeing, and meeting coordination.
- Acted as a liaison between advisor and members, fostering effective communication and collaboration.
- Assisted in welcoming new members, facilitating competition practice sessions, and ensuring confidence in event knowledge.

May 2024-Present

State Officer

- Served over 4,000 members as a part of Indiana's state officer team, working to plan conferences, obtain sponsorships, and help members thrive.
- Ambassadored a region made of three districts (10 schools) by creating relationships with chapter officers, keeping in touch with advisors, and sharing information with members through social media outlets.
- Ran the region 4 social media including planning and launching campaigns, etc.

June 2025-Present

DECA CONFERENCES

District Fall Invitational x2

Attended seminars

- Received medals for leadership and test scores

State Competition

Sales Project

- Honors medal
- Third Place

Business Solutions Project

- Honorable Mention

Fall Leadership Conference x3

Attended workshops, networked, and extended my knowledge on DECA.

As a state officer, I organized and presented workshops and educational sessions.

District Competition x3

Hospitality and Tourism Team Decision Making

- 2nd Place

Hotel and Lodging Management

- Highest test score

Hospitality and Tourism Professional Selling

- 2nd Place

International Competition x2

- Sales Project

Competed at an international level, extended my connections, and expanded my professional comprehension

- Empower Program

Attended sessions based on the development of association officers and networked with other executive and national leaders.

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KEY SKILLS

- Capable of both independent and collaborative work
- Skilled in organization and time management
- Highly proficient in providing support
- Experience writing emails, letters, and articles
- Innovative and logical problem solver
- Enthusiastic with a willingness to consider diverse perspectives
- Socially mature and clever
- Receptive to criticism and open to feedback
- Fast and attentive learner

RELEVANT COURSES

Business 101

Dual credit class centered around business management. Included all aspects of business: finance, human resources, entrepreneurship, administration, etc.

Marketing 101

Dual credit class teaching the foundation of marketing.

Marketing 230

Dual credit class focused on market research, strategy, and real-world application.

RELEVANT EXPERIENCE

Junior Department Club

August 2023-Present

Community service orientated club that provides educational programs, social experiences, and volunteer opportunities for members.

- Uses parliamentary procedure

Youth Grant Committee

May 2023-Present

Community service based committee that reviews and evaluates grant applications that are lead and serve youth.

- Uses parliamentary procedure
- Serving as Secretary since August 2025; Tasks include creating agendas, keeping minutes, leading conversation, and handling paperwork.

Principal's Advisory Committee

October 2024-Present

Hand-picked committee for students to share their opinions, perspectives, and develop recommendations regarding the school.

Northview's Social Media Marketing Manager

September 2024-May 2025

Created and executed marketing strategies, planned and launched campaigns, created and shared content, etc.

COMMUNITY SERVICE EXPERIENCE

Organizations

Involvement in clubs/organizations orientated on community service

- Junior Department Club (50+ hours)
- Youth Grant Committee (25+ hours)
- DECA (20+ hours)
- Careers in Community Service Club (10+ hours)

YMCA

Volunteer at the local YMCA by coaching youth soccer in the spring and fall, managing teams of 10+ kids under the age of ten in weekly practices and games. Help hold workshops for first-time sports players. (50+ hours)

Additional

Participation in non-organized volunteer opportunities including: food pantry services, salvation army, child care, etc.