Student Success Story: Tony Mamodaly ‘15
From St. Thomas University to Columbia University

Career Services: Tony, please tell us about yourself.
Tony Mamodaly: My name is Tony Mamodaly, I am an international student from Germany with roots in Madagascar. In the past two and a half years at St. Thomas University I have been the captain of St. Thomas University, a resident assistant, and president of the Entrepreneur Club. Further, I was inducted to the National Society of Leadership and Success and made it to the Dean’s List each and every year. In February 2014, I presented at the Florida International Leadership Conference in Orange County, where I spoke to an audience of about 400 students from all around Florida about “The Key to S.U.C.C.E.S.S”. Moreover, I moderated several events at the Global Entrepreneurship Week at St. Thomas University’s School of Business. In addition to my general course work, I am currently interning at a multinational branding agency in Miami, where I am responsible for defining strategies to target European customers and develop advertising and marketing campaigns for our clients. Just recently, I have been officially named marketing executive of the company.

Career Services: What brought you to St. Thomas University?
Tony Mamodaly: St. Thomas University’s unique location in the heart of Miami makes it an incredible experience and perfect place to study at. Also, the personal attention of faculty, staff, and the admissions officers initially impressed me when I started talking to STU. Whenever I had any questions or concerns, they made sure to answer within hours. This was quite remarkable, especially looking back to my experience with some big schools where I often only received automated replies or had to wait days to being helped.

Career Services: Which skills that you acquired during your studies at STU will you be able to apply right away in the professional world-of-work?
Tony Mamodaly: Additionally to the skills I adopted during my regular coursework, I would say that the most beneficial and important skills for the real world of work that I adopted during my time at STU are my communication skills. Due to the small faculty-student ratio and the small classroom sizes, I quickly got used to speak up in front of my classmates. Most importantly, I quickly learned to maintain a personal relationship with all of my professors. In addition, all of my leadership positions taught me how to motivate others and get the best results from the team or classmates by positively influencing them. Developing communication skills was very helpful in relation to building my links to the professional world and enabled me to get my first “real
Tony Mamodaly, B.B.A. in General Business with Specialization in Marketing, Class of 2015

Career Services: What plans do you have for the summer?
Tony Mamodaly: I am very excited for the coming summer. I applied for Harvard and Columbia University’s summer program because I wanted to learn more and get better knowledge of my field (marketing) during my free time. To my surprise, I have been admitted to both programs. Especially the application for Columbia University’s so-called Business Practice was very competitive since it is limited to 25 places only. After a long time of consideration, I decided to move to New York City during the summer and participate in Columbia University’s Business Practice. The summer session consists of a three credit hour Marketing Strategy course and a three-credit point internship in an advertising or marketing agency in Manhattan. Basically, I will be working at the agency in the mornings and take classes at night. Regarding the fact that New York City is the global communications and media capital of the world, this is surely going to be an once-in-a-lifetime opportunity and I am more than thrilled that I actually was accepted into the program. When I look back at my first steps at STU, it seems quite amazing that I now have to choose between two of the best business schools in the world. I could not have come this far without all the support, education, and opportunities for growth I received at St. Thomas!

Career Services: How have you benefited from using the services offered through the Career Services Office at STU?
Tony Mamodaly: The Career Services Office at STU does quite an amazing job. They helped me starting off my exciting journey and get prepared for the professional world by building my elevator pitch and fixing my resume. The head of Career Services, Cristina Lopez, is a very easy going, open-minded and helpful person who always has an open ear for you. This makes it very easy for students to take advantage of all the resources they have to offer. Thanks to Cristina’s help, I have been invited to present at the Florida International Leadership Conference in Orange County in February 2014, where I spoke about how my cross-cultural experience helped me to secure success during my time in college and the United States in general. In retrospect, I believe that this was surely one of my highlights during my undergrad program, considering the fact that it was the first time speaking in front of an audience of about 400 students from all over Florida.

Last but not least, I would recommend to any student to stop by the office every once in a while. There are always interesting internship and job opportunities, which are easy to access through the department’s resources.
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Career Services: What are your career goals?
Tony Mamodaly: After the summer, which is surely going to be intense, I am planning on continuing with my MBA at STU right away in order to get a deeper knowledge of marketing strategies and techniques. In the long run, it is my goal to work for a large advertising or marketing agency, which ideally, serves both the European and American market so that I would be able to fluctuate between my home in Germany and my second home here in Miami.

Also, I am currently in the process of founding my own sports marketing and consulting agency, which helps young athletes from Europe and Africa to get scholarships in the United States. I believe that there is no greater thing than giving back. One of my favorite quotes is by Winston Churchill “We make a living by what we get, but we make a life by what we give.” The agency is the ideal outlet to share my experience and share the invaluable knowledge I gained here with talented athletes in order to give them the same life changing opportunities.

Career Services: What would you recommend other students to do to stand out from the rest?
Tony Mamodaly: I would recommend taking advantage of as many extracurricular activities as possible. STU offers a large variety of clubs and activities worth getting involved in. I would also recommend them not to miss out on the opportunity to meet new people and broaden their network. It is during casual environments where one can easily make new friends and valuable connections. Also, this is going to pay off in the long run when it comes to job or college applications, since employers and admission officers always look for students who are involved outside of the classroom. The bottom line is students are going to stand out while having fun at the same time!