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## **Peltekian '13 Named Outstanding Marketing Student**

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## Peltekian '13 Named Outstanding Marketing Student

Feb. 18, 2013

BLOOMINGTON, Ill.— Illinois Wesleyan University senior Lisa Marie Peltekian was named the University's Outstanding Marketing Student by the St. Louis professional chapter of the American Marketing Association (AMA).

Peltekian, a business administration major from Hawthorne Woods, Ill., will be honored at the chapter's 52nd annual student marketing conference on Friday, Feb. 22 in St. Louis.

The graphic designer for the AMA Chapter at Illinois Wesleyan, Peltekian designed the chapter's logo, Facebook profile picture and cover photo, and created flyers for events.

"My biggest accomplishment has been designing our AMA chapter's logo since it has created an identity for us on IWU's campus and will hopefully be used in years to come," said Peltekian, who has been on the Dean's List every semester at IWU.

Peltekian works for the Hart Career Center as a Publicity Coordinator. She also serves as house manager and website chair of her sorority, Kappa Delta, and is an active member of the Ambassador Club and the art honor society, Kappa Pi.

Founded in 1937, the AMA has grown to be one of the largest marketing associations in the world, with over 30,000 members who work, teach and study in the field of marketing. For additional information contact Fred Hoyt, associate professor of business and AMA faculty advisor, at [fhoyt@iwu.edu](mailto:fhoyt@iwu.edu).

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