

AMANDA FELIX

M.B.A. '12

Around the time one would apply to college, my family life was falling apart. My biological mother had passed away a few years prior. Our current family structure was collapsing in divorce, and my father was facing surgery. I knew I had to be strong, but the deck was stacked against me and I had to make my dad proud. **– Amanda Felix**

Overwhelmed with family challenges during her senior year of high school, Amanda Felix wasn't eager to think about the rigors of college and career.

She considered culinary school. Cooking was something she enjoyed and it came naturally. Fun + easy = perfect, right?

"My dad said NO, and he was adamant about my getting a business degree," says Felix. "After unsuccessfully pleading my case at his bedside, I took his advice and, begrudgingly, left home for San Diego State."

Four years later, as she looked forward to obtaining her degree and getting on with life, she got a call from her dad asking what her plans were for graduate school.

"What...the...heck...was...he...thinking?!" says Felix. "I was so done with school!"

"He convinced me, though, and my years at CI's Extended University were exceptional," she says. "I learned that hard work pays off and the sky's the limit. I now have a great job, I'm happy, my dad is proud and I am not stopping here!"

Felix has worked in digital advertising for six years. This past May, she joined Conversant (Westlake Village) as Senior Media Delivery Manager.

She's also seen her vision of a culinary career come full circle.

"I took a cake decorating class for fun, realized I was good and that my cakes were desired," says Felix. "CI taught me how to overcome obstacles and it opened my mind to entrepreneurship. That's when it clicked. Hello cake business! I now have a side cake-baking business and life is, well, pretty sweet."

CSU CHANNEL ISLANDS

ONE UNIVERSITY DRIVE
CAMARILLO, CA 93012

www.csuci.edu/alumni

California State University

ALUMNI & FRIENDS ASSOCIATION
CHANNEL ISLANDS