**YOUR NAME**

Bethlehem, PA 18020

Cell Phone

PSU email

<https://www.linkedin.com/in/your>name

**EDUCATION**

Penn State Lehigh Valley, Center Valley, PA December 2017

Bachelor of Arts in Corporate Communication

GPA 3.6

**LANGUAGES**

Fluent in English and Arabic

**MARKETING EXPERIENCE**

Penn State Lehigh Valley, Center Valley, PA September 2016 - Present

*Member,* Corporate Communication Society

* Conduct community activities to involve students including a *Stop Light Party* where students had the opportunity to engage with each other and get introduced to new people
* Contribute to various fundraisers/events, including food and clothing drives for local charities

Penn State Lehigh Valley, Center Valley, PA September 2016 - December 2016

Internal Communication Course

*Class Project: Internal Briefing Paper & Internal Audit for PSULV’s State of the Valley Newspaper*

* Developed an internal audit for State of the Valley to analyze their strategic management of various internal communication activities, and provided specific recommendations for overall improvement guiding the organization to reach their goal
* Prepared an internal briefing paper for State of the Valley evaluating their internal communication activities and identity-building structures
* Incorporated the use of Survey Monkey to examine the involvement and opinion of State of the Valley

Penn State Lehigh Valley, Center Valley, PA October 2016
Lambda Pi Eta National Honors Society
*Volunteer Project: Forgotten Felines & Fidos, Inc.*

* Authored and edited bios/summaries of pets that were available to be rescued through the organization to be published on their website
* Provided insight and advice on how to improve the organization’s social media presence such as revisions made to their Facebook, Twitter, and Instagram pages

Penn State Lehigh Valley, Center Valley, PA January 2016 - May 2016

The Media & Public Relations Course
*Class Final Project: Media Kit for a Non-Profit Organization*

* Arranged a media kit for Animals in Distress, a non-profit organization based in Coopersburg, PA consisting of a brochure, executive summary, press release, and newsletter
* Utilized Microsoft Publisher to create a magazine feature and ad copy for the media kit

**OTHER EXPERIENCE**

Panera Bread, Bethlehem, PA July 2011 - Present

*Associate Trainer & Team Leader*

* Deliver quick and friendly customer service while building meaningful relationships with customers and staff
* Respond to customer inquiries with speed and accuracy
* Train new hires to be efficient and effective workers
* Open the store and guarantee the café is ready to operate for business
* Increase café visitation by at least 15% through promoting Panera’s rewards program that provides customers with various discounts, rewards, and benefits