

# ASHLEY PENDRAK

[ashleypendrak@gmail.com](mailto:ashleypendrak@gmail.com) • 484-744-0884 • Collegeville, PA 19426 • [LinkedIn](#)

Self-motivated • Critical Thinker • Consistent

## WORK EXPERIENCE:

- Sales and Catering Intern**                      **The Franklin Institute, Philadelphia, PA**                      **Fall 2017**  
Worked with contact management/event booking computer systems to confirm attendance and avoid schedule clashes. Communicated event information to key individuals. Contacted clients to propose spaces and answer questions. Assisted daytime event setup and management. Observed site tours. Recorded sales leads to facilitate proposal process.
- Social Media Manager**                      **Homebrewed Events, Philadelphia, PA**                      **Summer 2017**  
Posted vendor features and event information on Philly SEED Fest social media handles and engaged with followers to promote the event and encourage ticket purchases. Helped with SEED event set-up, visitor registration, and dismantling.
- Grassroots Outreach Intern**                      **The Humane League, Philadelphia, PA**                      **Summer 2017**  
Worked collaboratively to plan Philadelphia's first work party. Arranged fundraisers with restaurants. Promoted THL campaigns on social media. Distributed leaflets and engaged with the public to advocate for THL's campaign work.
- Sales Associate**                      **DSW Inc., Collegeville, PA**                      **2016-2017**  
Engaged with customers while handling monetary transactions and organizing store merchandise to enhance customers' shopping experience and encourage purchases. Promoted the Rewards program to increase store conversion rates. Handled loss prevention and stocking. Demonstrated strong work ethic and commitment through perfect attendance and teamwork.
- Content Creator/Social Media Manager**                      **Biondo Creative, Philadelphia, PA**                      **Summer 2016**  
Blogged and managed daily social media posts for VisitNJShore.com and VisitPhiladelphia.org. Identified each site's target audience to increase web traffic and engagement. Utilized social media management and analytic tools. Achieved certifications in Google Analytics and Hubspot Inbound Marketing.
- Public Relations Intern**                      **Collegeville Economic Development Corporation, Collegeville, PA**                      **May 2014**  
Wrote for the Collegeville Farmers' Market e-newsletter. Planned and promoted Memorial Day Parade. Oversaw children's activities at the Rubber Ducky Regatta. Wrote press releases for Movie Nights in the Park. Set up Collegeville Farmers' Market.

## EDUCATION:

Arcadia University, Glenside, PA	Relevant coursework in Event Management, Image Management, Visual Media & the Web, Writing for the Web & New Media, Crisis Communication, Online Advertising & Public Relations, Online Entertainment Management, and Marketing.
BA in Global Media	
Current cumulative GPA: 3.9 (Dean's List)	
Studied abroad in London for three semesters	

## OTHER EXPERIENCE:

- Event support in various roles, including planning, set-up, ticketing/registration, merchandise sales, and dismantling:
  - Amnesty International Mid-Atlantic Conference 2015
  - Philly Pride Festival 2016 and OutFest 2017
  - Women of the World Festival London 2017
  - 2016 Democratic National Convention
  - Wawa Welcome America 2016-2017
- Held student leadership positions and collaborated with fellow students to plan and promote events and meetings:
  - Secretary for Arcadia Amnesty International 2015-2016
  - Treasurer for Arcadia American Sign Language Club 2015-2016
  - Founding Member and Secretary for Vegan Society of University of Westminster 2017
  - Founder and President of Arcadia Veg Club Spring 2018
- Developed transferable skills in part-time work positions and campus mentorship programs:
  - Mentored first-year students before and during their study abroad experience in the FYSAE Mentor Program.
  - Provided customer engagement and office administrative work at the Arcadia University Art Office.
  - Provided video production, social media management, and event support for Arcadia sports games.
  - Tutored individuals ages 3 to 17 for more than two years at Kumon Learning Center of Royersford.
- Presented research and video projects at the Southeastern Pennsylvania Consortium for Higher Education 2016