

Jonah Grossman

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SUMMARY

- Ambitious advertising student pursuing a summer 2021 internship with skills in communication, public speaking, research, and organization
- Technical skills in Adobe cloud, Google collaboration suite, social media, and Microsoft office
- Personable, creative, and passionate in all types of work with excellent training capabilities

EDUCATION

The Pennsylvania State University

Donald P. Bellisario College of Communications: BA Advertising

Pursuing Business Fundamentals Certificate

Minor: Digital Media Trends and Analytics

University Park, PA

Expected May 2023

GPA 3.67/4.0

ADVERTISING/PR/MARKETING EXPERIENCE

BW Missions

Marketing Coordinator

- Manage outreach for potential clients via LinkedIn, email, etc.
- Edit and revise biweekly newsletters
- Create spreadsheets and data collection for newsletter subscribers
- Tracking podcast listeners and subscribers through MailChimp

Remote

Dec. 2020 - Current

Happy Valley Communications (HVC)

Rotating Executive Board "HVCtern"

- Currently shadowing all executive board positions for the semester switching each week

Account Associate

- Worked with group of eight students for Podcast titled "Happy Valley Hustle"
- Developed marketing strategies to expand listeners
- Pitched, created, and worked on social media pages to gain followers and listeners
- Designed graphics and posts for Instagram page

State College, PA

Jan. 2021 - Current

Aug. 2020 - Jan. 2021

VALLEY Magazine

Advertising Team Associate

- Researching and securing potential advertising clients for VALLEY Magazine
- Conduct outreach to local State College businesses to get PR samples for launch party
- Attend weekly meetings to organize and prepare work for the week

State College, PA

Dec. 2020 - Current

Penn State AD/PR Club

Active Member

- Attend weekly meetings to discuss and evaluate various advertising and public relations strategies
- Engaged with guest speakers in the field of advertising and public relations
- Brainstorm in groups different advertising concepts and ideas

State College, PA

Oct. 2019 - Current

CAMPUS INVOLVEMENT/ VOLUNTEERING

Penn State THON

THON Chairman

- Co-chair with fellow member to raise money for childhood cancer
- Brainstorming potential fundraising strategies
- Help design Instagram posts to spread awareness and collect money from donations

State College, PA

Oct. 2020 - Current

Entertainment Committee Member

- Attended weekly meetings in preparation for THON 2020
- Pep Rally Liaison: escorted sports teams for acts on stage
- Entertained crowds of students throughout the 46-hour dance marathon with games
- Brainstormed ideas for health and physical wellness booths for THON 2020
- Assisted in tearing down stage and cleaning up Bryce Jordan Center after THON

State College, PA

Sept. 2019 - Feb. 2020

New Jersey Center for Tourette Syndrome

Youth Advocate

- Traveled the state of NJ to provide coordinated presentations to spread awareness of Tourette syndrome
- 2019 Award winner for best youth advocate of the year in the state of NJ
- Appear on college panels for Q & A on having Tourette's in school

New Jersey

March. 2018 - Current