

JESSICA H. HALL

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EDUCATION

The Pennsylvania State University, Schreyer Honors College, Class of 2023 Cumulative GPA: **3.96**
Bachelor of Arts in Advertising / Public Relations, *Bellisario College of Communications* Dean's List 3/3
Bachelor of Arts in French Language and Linguistics, *College of the Liberal Arts* President's Freshman Award
Business Fundamentals Certificate, *Smeal College of Business*
Selected for *Maymester in Manhattan Inaugural Program* April – May 2021

WORK EXPERIENCE

The Daily Collegian Newspaper State College, PA
Business Division Representative, Creative Department September 2019 – October 2020

- Conceptualized and designed original graphics in Adobe Illustrator for print/digital articles, local business advertisements, and social media marketing campaigns
- Collaborated closely with Marketing and Sales teams to strengthen brand image and drive social media viewership

Red Fort Productions Los Angeles, CA
Broadway Development Research Intern June – August 2020

- Researched and analyzed theatre industry by conducting a literature review and interviews of industry professionals to provide a comprehensive report on developing a Broadway musical
- Prepared recommendations to assist client in decision-making process regarding business venture risk and profitability
- Crafted draft business plan for raising capital to bring Broadway musical development stages to fruition

Pier1 Imports State College, PA
Retail Sales Associate June - August 2019

- Personalized customer shopping interactions and provided direct, sales floor customer service

Kohl's Department Store State College, PA
Seasonal Retail Sales Associate July – December 2018

LEADERSHIP AND VOLUNTEERING

Delta Sigma Pi Professional Business Fraternity, Alpha Gamma Chapter University Park, PA
Recruitment Class President January – April 2020

- Coordinated meetings to build sense of community within class and facilitated professional advancement opportunities
- Served as primary liaison between program committee and 17-person recruitment class, streamlined communication and ensured fulfillment of program requirements

Brotherhood Welfare Officer January 2021 – Present

- Executes recruitment tasks such as event logistics, recruitment presentations and committee coordination

Donor and Alumni Relations – THON 2021 Committee Member September 2020 – Present

- Posts social media campaign messaging to encourage donations and help fraternity reach target fundraising goal

Professional Development Assistant – New Member Program September – November 2020

- Conducted professional development workshops for new members, provided constructive feedback for improvement and advice on networking, interviewing, and resume upkeep

Presentation Coordinator – Rush Committee August – September 2020

- Created 3 presentations to showcase fraternity pillars, Brother testimonials, and community service opportunities

Schreyer Honors College Orientation (SHO Time) University Park, PA
Mentor – Member of Programming Team April – August 2020

- Welcomed 12 incoming first-year scholars to campus by overseeing their completion of virtual orientation sessions, leading campus tours, and cultivating a smooth transition to the on-campus and virtual Penn State experience

State College Area High School Glee Club State College, PA
Founder and President April 2018 – May 2019

- Recruited members through activity fairs, promotional advertising, and effective outreach
- Appointed and led team of two officers to conduct weekly rehearsals and direct performance projects

SKILLS AND INTERESTS

Skills: Highly proficient in French speaking, writing, comprehension, and culture; Microsoft Office and Adobe Illustrator

Interests: Singer/Songwriter and Guitarist, Music, Entertainment, International Travel, Soccer, Fencing