

MARISSA YACKENCHICK

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PROFESSIONAL SUMMARY

A proactive sophomore at Penn State University, eager to bring value to the media industry through hard work and commitment to quality. A dedicated broadcast journalism student with vast adaptability and a willingness to learn and excel.

WORK HISTORY

- 08/2020 to Current **Teaching Assistant**
Penn State University – State College, Pennsylvania
- Teaches a class once a week for BiSci, an environmental science class at Penn State University.
 - Retained interest and maximized receptive learning by educating students using hands-on instructional techniques.
 - Selected from a class of over 700 students for my dedication and passion for perpetuating and developing ecological consciousness.
- 08/2020 to Current **Public Relations/Marketing Executive**
SheTribe – Chicago, IL
- Established and communicated editorial and brand guidelines to all communicators in SheTribe.
 - Responsible for promoting the organization to a target audience through traditional and digital marketing plans.
 - Knowledge of latest sale methodologies and social trends
- 01/2020 to Current **Writer**
The Valley Magazine – State College, PA
- Utilized exceptional writing, editing and proofreading skills to produce trailblazing and error-free content once a week.
 - Managed competing deadlines with efficiency.
 - Interviewed individuals by phone, video chat and in person to write stories for web and print.
 - Strong conceptual thinker with strong analytic capabilities.
 - Understands the significance of brand identity and quality.
- 12/2018 to Current **Waitress**
The Dutch Kitchen – Frackville, PA
- Maintained order efficiency and accuracy through clear communication with kitchen staff, earning numerous recommendations from satisfied customers.
 - Maintained customer satisfaction with timely table check-ins to assess food and beverage needs.
 - Thrived within a high volume environment
- 01/2016 to 02/2019 **Salesperson**
Juliette Bridals – Pottsville, PA
- Offered each customer top-notch, personal service and polite support to boost sales and customer satisfaction.
 - Provided product benefits and advantages and discussed pricing with interested parties.
 - Used consultative sales approach to understand customer needs and recommend relevant offerings.

EDUCATION

- No Degree: Broadcast Journalism**
Penn State University - State College, PA
- 06/2019 **High School Diploma**
Blue Mountain High School - Schuylkill Haven, PA