

# Rachel J. Runta

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## EDUCATION

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**The Pennsylvania State University** *University Park, PA*  
*Bellisario College of Communications* May 2025  
Intended Bachelor of Arts in Advertising GPA: 3.08/4.0  
Minor in Digital Media Trends and Analytics and Smeal College of Business Certificate of Business Fundamentals

**Pennridge High School** *Perkasie, PA*  
Received two scholarships for 'Student Pursuing a Career in Business' June 2021  
GPA: 3.7/4.0

## WORK

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**Rally House** *North Wales, PA*  
Sales Associate June 2020 - June 2021

- Assisted customers in finding products of interest, managed cash register functions, facilitated online orders, played a role in managing the store's social media accounts, as well as other in store and company needs
- Organized merchandise and created new displays to promote appearance, particular items for sale while assuring overall store appearance and cleanliness

**Doylestown Country Club** *Doylestown, PA*  
Server May 2022- August 2022

- Responsible for taking customer orders, providing recommendations, and creating an overall good experience for our guests, along with ensuring members satisfaction
- Assist in a variety of tasks in the restaurant, as well as the banquet room helping to coordinate events

## CLUBS AND ORGANIZATIONS

### COLLEGE

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**Alpha Xi Delta** *University Park, PA*  
Vice President of Philanthropy November 2022-

- Fulfill all required tasks by planning an assortment of events that involves all members in support of our national philanthropy, Kindly Hearts Initiative, along with raise money, educate, involve, bring awareness

External Philanthropy Chair February 2022 November 2022

- Assist the VP of Philanthropy in coordinating events, finances, strategically plan, as well as reaching out to members to promote our fundraising efforts

**VALLEY Magazine** *University Park, PA*  
Member of the Advertising Division- Penn State's premier student-run life and style magazine August 2022-

- Reach out to brands regarding placing advertisements, partnerships, or sending PR samples for the magazine and the magazine launch party
- Has provided real life experiences by building brand connections and utilizing important communication skills

**Penn State Ad/Pr Club** *University Park, PA*  
Member September 2022-

- Offers opportunities to learn about the field of advertising and public relations, as well as to develop the necessary skills needed when applying towards internships and jobs
- Network with fellow students, alumni, speakers from a variety of brands, and other industry professionals

## RELEVANT COURSES

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- Basic Management Concept / Microeconomic Analysis / Introductory Business Statistics / Finance
  - Mass Media and Society / News Writing Skills / Intro to Advertising / Public Relations / Media Graphics Tools
  - Effective Speech- Public Speaking / Electronic Media and Telecommunications / Bioethics in Media
  - Introduction to Psychology / Career Planning

## SKILLS

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- Media Relations / Social Media / Creativity / Attention to Detail / Design / Writing Skills / Communication
  - Problem-Solving Abilities / People Skills / Collaboration / Independency / Critical Thinking Skills / Flexibility
  - Organization / Responsibility / Time Management and Efficiency / Leadership / Active Listening / Goal Setting
  - Decision Making / Customer Service / Adaptability / Strong Work Ethic / Public Speaking / Planning / Scheduling
  - Commitment / Motivated / Strategic Thinking / Positive / Networking / Brand Awareness / Integrated Marketing