

Leah C. Wrobel

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EDUCATION:

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

Bachelor of Business Administration, Graduation: August 2014

Major: Marketing | GPA: 2.83

ACTIVITIES:

- Member, National Society of Leadership and Success, 2014- Present
- Member and Public Relations Chair, Alpha Phi Omega, 2013- Present
- Member, Professional Sales Organizations, 2012- 2013
- Volunteer and Donor, American Heart Association, 2008- Present

EXPERIENCE:

WBEB FM RADIO STATION, Bala Cynwyd, PA

March 2012 – Present

Promotions Assistant

- Represent and promote sales and community events with 200+ guests in and around the Greater Philadelphia Area.
- Hired as Promotions Assistant, promoted to Team Leader handling all executive decisions at events.
- Specialize in recruiting local businesses to participate in the Rewards Program that offers free promotional exposure in exchange for gift cards.

CLAUDIA POST ADVISORS, Philadelphia, PA

November 2013- March 2014

Marketing Intern

- Offered marketing expertise to clients that need assistance with digital marketing or any general business inquiry at a boutique marketing and PR firm.
- Organized and promoted the firm's social media sites (LinkedIn, Facebook, and Twitter) using Hootsuite to schedule posting daily.
- Researched information and material for continuously changing tasks and projects given by clients.

ABERCROMBIE AND FITCH, Scranton, PA

March 2010 – January 2011

Sales Associate

- Provided a warm, hospitable environment by greeting customers, offering assistance, and giving tips on the latest styles in casual apparel.
- Managed all monetary transactions including cash, credit, and check, accurately and in a timely manner.
- Performed shipment responsibilities in restocking store and customizes floor sets to company's layout plans.

INN OF THE ABINGTONS, Dalton, PA

August 2009 – January 2010

Banquet Server, Multifaceted Banquet Hall and Catering Services

- Specialized in serving up to 250 guests in the cathedral ballroom for elegant occasions.
- Collaborated with catering facility owner in overseeing, organizing, and preparing major professional and private gatherings.
- Possessed the ability to multitask between numerous and frequently changing events.

SKILLS & AWARDS

- Microsoft Word, Excel, Access (Database), PowerPoint
- WordPress, Google AdWords, and Google Analytics
- 3RD Place in Temple's Data Analytics Challenge, Fall 2013
- Red Belt, Tang Soo Doo