

Alison Gassert

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Portfolio: www.alisongassert.com

Education

Bachelor of Arts: Advertising and Public Relations

May 2025

Minor in Anthropology

GPA: 3.8/4.0

Susquehanna University | Selinsgrove, PA

Market Research Experience | Coursework

Luxury Brand Marketing & Management | Susquehanna University

January – May 2025

- Conducted a semester-long market research study working with two other group members about the luxury leather-goods brand, Goyard, and made recommendations for the brand to implement in the future
- Wrote an Industry White Paper detailing findings from the market research study about the luxury leather-goods brand, Goyard

Research Methods | Susquehanna University

August – December 2024

- Curated a comprehensive media list for the Hershey Company that included three contacts for television, two contacts for radio, three contacts for newspaper, two contacts for social media influencers, one contact for a podcast, and wrote a pitch letter to send to contacts about a recent newsworthy event for the company
- Performed a primary research study by conducting a focus group and sending out surveys to the student body to provide recommendations for the Geology Club's goal to increase members and improve attendance at events

Campaign Strategies | Coursework

Advertising Campaigns | Susquehanna University

January – May 2025

- Completed a series of four advertising projects, creating thumbnail sketches and rough drafts for each. Independently designed and executed a final advertising project using Adobe Photoshop. Presented the final design to peers, demonstrating a solid understanding of design principles and technical skills in digital advertising
- Collaborated with four other students to create a campaign for Bose Vinyl Sound Pro Headphones, including conducting market research, sending out a survey to collect primary research, and creating content for the product release

PR Writing & Campaigns | Susquehanna University

August – December 2024

- Created a PR campaign, that included a news release, pitch letter, op-ed piece, blog post, and social media campaign, for a hospital unveiling a new sports medicine complex
- Developed skills in writing PR deliverables; including press releases, pitch letters, blog posts, public service announcements, op-ed pieces, and content calendars

Adobe Software | Coursework

Advertising Creative Strategies | Susquehanna University

August – December 2024

- Completed six design projects, improving skills in Adobe InDesign and Photoshop. Gained experience in layout design, image editing, and applying technical proficiency to create visually compelling and polished work
- Wrote creative briefs to create effective advertising for six design projects, utilizing Adobe InDesign and Photoshop to produce visually impactful and targeted designs

Experience

PA Farm Show Media Intern | Pennsylvania Farm Show | Harrisburg, PA

January 2025

- Collaborated with 12 other interns to create content for the Farm Show's social media accounts
- Covered various events during the show by taking pictures and noting winners for members of the press to access
- Wrote three articles featuring persons contributing to the Farm Show for PA Agriculture's #FacesOfAgriculture campaign

'Feel-Good' Event Coordinator | Study Abroad | University of Nicosia | Cyprus

January – June 2024

- Held a leadership role on the Marketing and Communications team

- Collaborated with students to promote the event by creating content for social media
- Composed deliverables to promote the event, such as a press release

Host | Ganly's Irish Pub | Brownsville, PA

December 2021 – January 2024

- Developed the ability to work effectively in a team environment, contributed to a positive atmosphere and ensured smooth restaurant operations
- Refined strong problem-solving skills by being quick to address customer concerns and manage high-pressure situations with professionalism
- Improved verbal communication skills by engaging with guests and staff, ensuring a welcoming and efficient dining experience

Susquehanna University Library | Selinsgrove, PA

Student Library Manager

January 2022 – May 2025

- Promotion from Student Library Assistant position
- Developed strong leadership skills by effectively overseeing daily operations, managed up to three student library assistants a shift, and ensured a well-organized and efficient library environment

Marketing & Outreach Student Manager

August – December 2023

- Developed strategic planning skills by organizing and executing events for student engagement at the library
- Moderated and promoted student engagement to facilitate interdisciplinary connections between community, faculty, staff, and students
- Collaborated with five other interns to create deliverables, including print advertisements and social media content

Student Library Assistant

August 2021 – January 2022

- Enhanced verbal communication skills by assisting library visitors, answering inquiries, and providing clear instructions regarding resources and services
- Developed strong interpersonal skills by interacting with a diverse range of students, faculty, and staff, ensuring a positive and helpful experience for all

Skills

Certifications: Google Analytics

Technology: Figma, WordPress, Tableau Prep, Adobe InDesign, Adobe Photoshop