

# Ashley Neubaum

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**Objective:** To obtain an internship in Marketing or Advertising, allowing me to utilize my previously developed skill sets.

## Education

### **Purdue University, Krannert School of Management**

Bachelor of Science in Marketing (BS)

Minor in Communications and Photography

- Recipient of Presidential Scholarship, Direct Admit to the upper level division

May 2018

GPA: 3.54/4.00

## Experience

### **Brandpoet Creative Services Inc. (Grace College) – Winona Lake, IN**

*Projects Specialist*

June 2014-Present

- Managed Microsoft Excel dashboard to track and analyze data retrieved from Google Analytics
- Worked closely with coworkers to complete projects and meet long-term agency goals
- Applied knowledge to order signage, learned to use Meltwater to send out Press Releases
- Fulfilled role of Office Manager for several weeks while she was unavailable and trained incoming interns

*Production Assistant Intern*

January 2014 – June 2014

- Received technical training in DSLRs, Lenses, Audio, Lighting, File Storage, and Premiere Pro
- Independently filmed events and interviews on behalf of the Video Specialist

*Marketing Intern*

August 2013 – December 2013

- Assigned main project working on the design of the revamped summer sports camp brochure
- Learned the RFP and bidding process; executed this with local printing companies
- Developed professionalism, teamwork, and communication skills

### **Pottery Bayou – Winona Lake, IN**

*Sales Associate*

September 2013 – Present

- Duties include instructing customers, handling transactions, and painting custom pieces for sale
- Utilized Quickbooks Accounting Systems and Microsoft Suite utilized daily

## Extracurricular Activities

### **School of Management Employers Forum (SMEF)**

April 2015 – Present

*Public Relations Chair*

- Selected to work alongside other Krannert students to plan and execute the bi-yearly career fair with the goal of connecting students to recruiters
- Serve as a member of the club's Marketing Committee

### **Purdue Marketing Association**

August 2014 - Present

*Social Media Specialist*

- Responsible for Twitter and Facebook accounts along with designing graphics to post
- Advertised the annual 5K Cookie Crumbler Run through Facebook Ads, resulting in a 150+ participation increase from the previous year

### **Alpha Xi Delta Sorority, Alpha Eta Chapter**

September 2014 - Present

*Publicity Chair*

- Serve as an active member of organization focused on personal development through philanthropy, involvement, and academics
- Worked alongside executive members to design, order, and distribute appropriate merchandise

### **Boiler Gold Rush (BGR)**

March 2015 - Present

*Team Leader*

- Act as a mentor/guide to a group of new students participating in Purdue's new student orientation program

## Volunteer Experience

### **Rural Missions, Inc.**

- 10 day missions trip in South Carolina focused on rebuilding the homes of neglected residents

### **TransforMission**

- 7 day missions trip in Indianapolis dedicated to transform the city through acts of compassion

### **First United Methodist Church VBS Leader**

- Positions held during the annual event include Craft Leader, Photographer, and Videographer