

Alyssa Cherny

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EDUCATION

University of San Diego

Bachelor of Arts: International Business and Italian Studies Double Major
Honors Program, GPA: 3.89

San Diego, CA

May 2017

IES Abroad European Union Immersion

Certificate of Completion

Freiburg, Germany

September-December 2015

WORK EXPERIENCE

INVNT

New York, NY

Production Assistant Intern

June 2016- August 2016

- Designed mood boards and aided with pitch research and discussions
- Booked travel arrangements
- Managed client and vendor relationships
- Handled pre-production, on-site event management, and post-production at:
 - 3- day Essence Festival in New Orleans for Time Inc.'s Essence Beauty Box
 - Sports Illustrated Summer of Swimsuit event at Coney Island
 - Upcoming 2-day EW PopFest in LA

Colavita

Edison, NJ

Marketing & Public Relations Intern

May 2015- August 2015

- Managed Instagram, Facebook, Pinterest, and Twitter accounts daily
- Generated a 20% increase in followers on Instagram and a 10% increase in Facebook likes
- Wrote daily blog posts, merchandised product, and developed press kits
- Aided in the execution of Colavita's booth at the Fancy Food Show with over 2,000 vendors

Au Pair World

Verona, Italy

Tutor/Au Pair

June 2014- August 2014

- Led daily English, Science, and Math lessons for two children and enhanced my conversational Italian skills

LEADERSHIP EXPERIENCE

Italian Culture and Language Organization

San Diego, CA

Treasurer & Event Planner

September 2016- Present

- Organize 4 cultural events for 50 students and additional faculty from initial planning to execution
- Manage \$1,000 budget including maintaining a balance sheet and reporting on losses and gains

USD International Buddy System

San Diego, CA

Mentor

January 2016- May 2016

- Mentored an international student during weekly meetings to set goals and give advice on academics

San Diego Juvenile Hall

San Diego, CA

Volunteer

September 2013- May 2016

- Mentored groups of 6 juveniles involved in the criminal justice system
- Developed character through literacy, reflection and critical thinking

Out of State Student Council

San Diego, CA

Council Member & Event Planner

March 2014- April 2015

- Planned monthly 50+ student events from initial creative process to execution
- Advised first year students
- Composed and distributed weekly newsletters with campus-wide event information

AWARDS, SKILLS, & INTERESTS

- Dean's List and First Honors every semester
- Certificate in Business Leadership
- Microsoft Office Suite, WordPress, Google Analytics, Advanced Italian
- International travel, backpacking, cooking