

Ashley Morrison

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EDUCATION:

The Pennsylvania State University, Smeal College of Business
Bachelor of Science, **Marketing**
GPA: 3.71

University Park, PA
Class of 2015

EXPERIENCE:

East River Bank

Intern

Philadelphia, PA
June '15 – Present

- Checking the quality of scanned documents to assist with company's Retention Program and efforts to go paperless
- Creating Excel spreadsheets to organize data
- Performing duties to support the Loan Servicing Department

University of Pennsylvania Health System

Intern, Department of Neurosurgery

Philadelphia, PA
May '15

- Performed data analysis using Oracle Essbase and SAP BusinessObjects
- Used Excel formulas, functions, and PivotTables to analyze and prepare department data
- Worked with and analyzed big data from department databases in Excel

Penn State Marketing Association

Active Member, Sports Division

University Park, PA
September '12 – May '15

- Worked on a marketing research project for the Penn State Men's Basketball program with a team of three other people to study student attendance at games
- Designed a survey using Google Forms and distributed it through social media
- Analyzed attendance survey data to find ways to increase student attendance at games using IBM SPSS and Minitab

Penn State Hockey Management Association

General Member

University Park, PA
September '12 – October '14

- Assisted with game day operations for the Penn State Men's and Women's Ice Hockey games, including promotions, intermission games, and ushering
- Provided customer service to and helped guests on game days to ensure an enjoyable experience
- Received the "Players' Player" award from executive board in 2013 for being dependable and hardworking

Saint John the Baptist Parish

Philadelphia, PA
August '10 – September '10

- Planned a fundraiser, The Fight for Friel, with classmates to assist a friend who was diagnosed with cancer
- Obtained and organized food donations for the fundraiser
- Helped raise over \$5,000 to provide relief from the financial stress of medical bills for our friend and his family

ACTIVITIES:

Dance To Fight Cancer

Active Member

University Park, PA
September '14 – May '15

- Organized a canning trip that raised \$320 for THON and the Four Diamonds Fund and created awareness for and aided in the fight against pediatric cancer
- Assisted in efforts to raise over \$1,000 for THON, contributing to its overall total of \$13,026,653.23

Penn State Dance Marathon (THON)

Member and Technology Chair, Rules and Regulations Committee

University Park, PA
October '13 – February '14

- Worked with a team of 47 people to uphold safety and security for spectators and the Four Diamonds Families during THON weekend
- Created and co-ran a Twitter account for our committee to keep members informed of upcoming events
- Helped raise over \$5,000 that counted towards THON's overall total of \$13,343,517.33

Member, OPPerations Committee

October '12 – February '13

- Worked in a team of 37 to create and maintain a safe environment for participants and Four Diamonds Families throughout THON weekend
- Aided in efforts to raise over \$6,000 that counted towards THON's overall total of \$12,374,034.46

HONORS:

Dean's List Spring 2012, Fall 2012, Spring 2013, Fall 2013, Spring 2014, Fall 2014, and Spring 2015 ♦ Joseph Bradford Wharton, Jr. Scholarship 2014-2015

SKILLS:

Intermediate knowledge of Microsoft Access, Excel, PowerPoint, Publisher, and Word ♦ Basic knowledge of IBM SPSS and Cognos ♦ Basic knowledge of Minitab ♦ Basic knowledge of Gephi ♦ Basic knowledge of Spanish