

Ashland Gravit

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EDUCATION

University of Florida

Bachelor of Science; Major: Advertising | Specialization in Persuasive Messaging | GPA: 3.20/4.00
Minor: Business Administration

Gainesville, FL

May 2022

WORK EXPERIENCE

Product Strategist

Turnitin LLC

Remote

June 2021 - August 2021

- Conducted in-depth research of higher education learning with internal and external stakeholders to implement new strategies in product development at a growing EdTech company
- Assisted product strategy team by conducting interviews with managers to understand and gain insight of their narrative writing process and how the strategy team can be influential in that process
- Looked into the lifecycle of PeerMark (Turnitin's foundational product) and what the future of it is, in Turnitin's tool suite.
- Researched competitors in the peer review industry, and the barriers to entry in the market to see how PeerMark can remain a market leader

SharePoint Online Developer

Pfizer Inc.

Remote

May 2021 - August 2021

- Assessed the current site landscape, subsites, content and permissions to design the site with a simplified layout within the Clinical Supply Strategy and Management (CSSM) line.
- Worked with content owners to clean up existing content and discuss subpage layouts as needed to provide a better user interface.

Career and Technical Education Summer Intern

Orange County Public Schools

Orlando, FL

June 2017-Aug. 2017

- Assisted the LaunchEd program, in the areas of imaging, diagnosing non-functioning devices, cleaning and preparing devices for distribution, and inventory tasks that have helped schools prepare for the upcoming school year.
- This program created an increase in student interaction, boosted employee and student leadership, and created efficient learning opportunities.

Barista and Food Server

Panera Bread

Orlando, FL

June 2017-Aug. 2017

- Communicated clearly and positively with coworkers and management, while maintaining high standards of customer service. during high-volume, fast-paced operations while following procedures for safe food preparation, assembly, and presentation
- Assisted management with inventory control and stock ordering.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Marketing Director

Association of Latino Professionals for America (ALPFA UF)

Gainesville, FL

January 2019 - Present

- Stimulate awareness of ALPFA throughout UF by creating slides for the Business School TV and Undergraduate Newsletter while creating content for ALPFAUF social media platforms.
- Attend technical workshops to grow professional skill sets through business interactions and job assignments.
- Network with Fortune 500 Companies while enhancing ALPFA member's experience by planning internal and external socials.

NSBE Coder

National Society of Black Engineers

Gainesville, FL

January 2019 – January 2021

- Worked on projects such as facial recognition applications to develop coding skills using various applications and programs.

Design Summit Participant

Facebook Design

Menlo Park, CA

June 2020

- Participated in a 2-day summit at Facebook where I focused on content strategy and the significance of tone, hierarchy, the process of research, and composition when creating content.
- Developed user interface skills through in-depth portfolio reviews.
- Researched emerging markets and factors that influenced it such as: developing infrastructure, language diversity, extreme gender disparities, and steep learning curves for 'new to internet' people.

Peer Leader

First Year Florida

Gainesville, FL

Aug. 2019 - Dec. 2019

- Partner with a full-time university staff member to plan a curriculum for a first-year student transition course.
- Coordinate lessons, guest speakers, and events for five students related to learning outcomes for first-year student development.
- Advised and coached 5 first-year students by communicating one-on-one about interests to create goals related to involvement and academic success.

Campus Prep Program Fellow**Gainesville, FL***Leadership Development Institute (Within the Black Student Union)**Aug. 2018-May 2019*

- Selected as one of fifty fellows from a pool of African American candidates for a year long, intensive career, and development program. As young student leaders, we were molded for future roles on campus, and as world leaders.
- Members create and run their own programs and events with minimal assistance from the directors in an effort to learn the elements of leadership.
- Fundraised \$1,000.00 scholarship to give to an underrepresented high school senior in the Gainesville Community to further their education at the University of Florida

SKILLS AND INTERESTS

- Fluent in French, Haitian-Creole (reading, writing, and speaking).
- Proficient - Programming Language: HTML, JavaScript
- Experience using Microsoft Word, Excel, PowerPoint, Access, Publisher SharePoint, Certified Internet Web Professional (CIW Internet business associate), Adobe Certified Associate in Web Communications Using Adobe Dreamweaver CS6
- Certifications: Google Analytics for Beginners, Mobile Marketing Foundations