



# RENEE PALERMO

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## EDUCATION

**California Polytechnic State University (San Luis Obispo)**

**Graduation: June 2017**

Bachelor of Science: Graphic Communication | Concentration in Web and Digital Media

Minor: Psychology

**GPA:** 3.423

**Related Major Courses Completed:** Intro to Graphic Communication, Digital Publishing Systems, Digital Photography, Intro to Contemporary Print Management and Manufacturing, Digital File Prep and Workflow, Marketing and Sales Management Print and Digital Media, Estimating for Print and Digital Media, Digital Typography, Color Management & Quality Analysis

**Related Minor Courses Completed:** Personality Psychology, Health Psychology

**Studied Abroad:** Barcelona, Spain with CEA Abroad Program

**Sept 2015 – Dec 2015**

## EXPERIENCE

**University Graphic Systems (UGS) – Cal Poly**

**Mar 2014 – June 2014**

Customer Service Manager Intern

- Respond to all customer emails professionally and accurately. Create job dockets for all commercial jobs, maintain customer contact lists, and send quotes and invoices to clients using FileMaker Pro, InDesign and Interactive PDFs.

**Admissions Department – Cal Poly**

**Jan 2015 – Sept 2015**

Operations Assistant

- Use PeopleSoft, Radius, and Hobsons Connect database systems for data entry, creating filters for exports, scheduling exports, queuing phone blasts, constructing Visio flow diagrams, and preparing data files for import.
- Maintain great relations with Cal Poly and prospective students via effective use of social media, email response, careful and responsible use of prospective student data, and as a welcoming host for campus tours.
- Serve as sound technician and main actor for university promotional videos distributed through various Cal Poly channels.

**The Ritz Carlton – Lake Tahoe, California**

**Summer 2014 & 2015**

Hostess (Fine Dining)

- Greet and seat all guests of the Manzanita Fine Dining Restaurant and give a fond farewell. Make reservations and waiting lists using OpenTable application. Answer all restaurant phone calls quickly and professionally.
- Maintain Ritz Carlton Mystique, and uphold the extremely high customer service values at all times.

## TECHNICAL SKILLS

### Design

InDesign  
Photoshop  
Illustrator  
Lightroom  
Sketch

### Microsoft Office

Word  
PowerPoint  
Excel

### Social Media

Facebook  
Instagram  
Tumblr  
Twitter  
LinkedIn

## LEADERSHIP & INVOLVEMENT

**President:** Cal Poly Women's Club Soccer

**Jan 2015 – Present**

- Social Media Director and Coordinator

Executive Board Member (**Sports Director**) for Cal Poly Greek Week

**Feb 2016 – May 2016**

Member of **Sigma Kappa Sorority** – Epsilon Omega Chapter (Cal Poly SLO)

**Nov 2014 – Present**

Member of the **Alzheimer's Association of America**

**Nov 2014 – Present**

Created and Activated a **Geotag (Snapchat)** for Verdi, Nevada

**Jan 2015**

Cal Poly (San Luis Obispo) Student Ambassador for **Tilt**

**Feb 2016 – Present**

Practicing **Transcendental Meditation**, taught by Dr. John Freeman – San Luis Obispo, California