

LINDSEY MAHLER

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PROFILE SUMMARY

Pursuing a BA in Creative Advertising in the School of Media, Arts, and Design at James Madison University (JMU) and a minor in Human Resource Development. My goal is to transition my creativity and enthusiasm into an organization that will allow for me to learn, grow, and apply my skills and education. I am eager to obtain a position that can expand my capabilities and apply my learnings.

EDUCATION

James Madison University, Harrisonburg, VA – August 2018-current

- Pursuing BA – Creative Advertising in School of Media, Arts, and Design
- Minor in Human Resource Development
- Expected graduation May 2022

Wayne Hills High School, Wayne, NJ – graduated June 2018

- Team member on Yearbook staff (used Herff Jones eDesign suite)
- Created photography portfolio for local Arboretum (Wayne Laurel Woods Arboretum) to support local marketing and promotion efforts
- Varsity letter – Soccer, Basketball, and Softball (played all 4 years across all 3 sports)

WORK EXPERIENCE

“Dipped in the Burg” – Entrepreneurial startup – 2020 – Current

- Myself and another student created a part-time small venture called “Dipped in the Burg” to provide specialty and celebratory food gifts (chocolates) to prospective customers
- Managed purchasing, inventory, and creation/manufacturing of products
- Managed social media, word of mouth, and pointed advertising to promote product engagement
- Managed delivery, invoicing, and collection
- Total estimated sales on part-time venture \$800, and profit of \$550

Door Dash, Harrisonburg, VA – 2019 - Current

- Worked with customers, parent company, and stores to manage time, delivery expectations, and overall customer service

Maggie’s Town Tavern, Wayne, NJ – Waitress - Summer 2021

- Independently managed up to 15 tables at a time
- Focused on people skills, customer service, money management, time management, etc.

Panera Bread, Harrisonburg, VA – Spring 2019

- Customer Service, Food Service, Cashier

Spring Lake Day Camp, Ringwood NJ – Camp Counselor – Summer 2019

- Supervised children (ages 6-8)
- Orchestrated and lead activities, worked through issues among children

- Developed skills in psychosocial emotional intelligence with children
- Provided daily reports on progress, activities, issues, and other key events to Camp leadership and parents

Boys and Girls Club of Northwest NJ – Pre-School Sports Advisor – 2014 through 2018

- Work with children (ages 4-6) to encourage and develop skills in sports activities (soccer, basketball, volleyball, etc.)
- Referee for soccer, basketball, flag football, softball

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KEY CLUBS, ACTIVITIES, AND SKILLS

Key Clubs and Activities

- Member of Phi Sigma (Iota Chi chapter)
 - Various community service projects
 - Assist with fund raising events
 - Freelance videographer and editing for core chapter events
- Played Club/Travel sports: Soccer, Basketball, Softball
- Committee Member American Cancer Society – Relay for Life (Wayne, NJ)
 - Participated in marketing and social events
 - Worked to solicit sponsors, fund raising events

Key Skills

Microsoft Office suite, Photoshop, Adobe Lightroom, Adobe Bridge, HTML/CSS, Git and GitHub, OpenProcessing (logo, infograph design), P5.js (JavaScript library for creative coding). Well versed in various social media platforms. Artistic, outgoing, and driven