

Shayna R. Ascher

shaynaascher@gmail.com • 301-580-7178

PROFESSIONAL EXPERIENCE

Spanish Ministry of Education | CEIP Humanista Mariner

Valencia, Spain

Language & Cultural Ambassador

October 2019 – June 2021

- Awarded post-graduate teaching fellowship by the Spanish Ministry of Education
- Instructed dynamic English lessons to 150 students aged 6-12 years old in a public primary school through lectures, discussions, group activities and demonstrations
- Taught lessons encompassing a range of skill-building activities to enhance speaking, writing, listening and reading skills to groups of 20+ students
- Conducted small group and individual classroom activities based on differentiated learning needs
- Engaged in cultural immersion programs with students to further augment global understanding
- Liaised with leadership to create interactive lesson plans that incorporated US culture

WeddingWire

Chevy Chase, MD

Account Executive

August 2018 – August 2019

- Provided mentorship for new sales representatives to ensure their success within the company
- Maintained over 100% YTD of sales goal by selling internet advertising to qualified wedding vendors across the east coast
- Chosen based on performance to be a company ambassador, working directly in the Barcelona office alongside executives
- Contributed over \$250,000 YTD, with an ASP of about \$2,000, in new business revenue
- Coached new sales representatives through mock pitches, shadow calls and more

Senior Sales Associate

February 2018 – August 2018

- Awarded for being one of three representatives to achieve the top percentage of new business sold in Q3
- Increased team productivity through organization of team incentives to hit daily revenue goals, activity metrics and more
- Selected to assist the company with recruiting efforts via Q&A panels and interviewee shadows
- Networked with wedding vendors and industry professionals to provide strategic guidance on boosting return on investment

Sales Associate

July 2017 – February 2018

- Consulted with approximately 100 vendors simultaneously through action-oriented meetings focused on increasing profitability by investing in marketing solutions
- Managed client business and marketing analytics using CRM, SEO tools and data analysis applications
- Prospected new business opportunities and created innovative, solution-oriented proposals based on client goals
- Negotiated pricing and contractual agreements to find solutions that fit the clients' need
- Utilized Salesforce to track sales prospect, analyze personal sales data and more

EDUCATION

International TEFL Academy

Remote

TEFL/TESOL Certificate

March 2019

- 150 hours of classwork
- 20 hours of practicum

University of Maryland

College Park, MD

Bachelor of Science, Animal Science

Class of 2017

SKILLS

- Intermediate Spanish, Salesforce, pipeline management, market research, client prospecting, sales team leadership, social media, new hire training

VOLUNTEER WORK

Washington English Center

Washington D.C

ESL English Teacher

Spring 2019