

Amy Podeszek
145 Battlegreen Drive
Rochester, NY 14624
(585) 298-2836
alpodesz@syr.edu

Dear RIT Graduate Assistant Selection Committee,

After reviewing the Graduate Assistant positions of Marketing and Communications, Residence Life Community Advocate, New Student Orientation and Student Conduct, I believe my skills, experience and interests are exactly what you are looking for to fill the position. Through my previous job and internship experience, I have had the ability to manage students and assimilate them into a new environment; I have created and implemented marketing plans for fundraisers and other events, and I have also been involved in several conflict management and crisis situations.

My experience as a Resident Advisor (RA) has given me the opportunity to work with a diverse group of students while improving my leadership skills. Through this position I have been able to act as a mentor and provide residents with campus resources. The RA position also gives me the opportunity to plan, advertise and host events to educate as well as entertain students. As a leader for my floor community I have learned the importance of creating a safe environment for all students, which means taking the role of a disciplinarian to enforce community standards and university policy. This role has provided me with real time experience dealing with crisis situations and conflict management where I have emerged as a leader to diffuse the situations.

As a Marketing and Public Relations intern I was able to use the skills I have learned in my PR classes to create and implement a comprehensive marketing plan for a fundraiser. Through this process I was able to create an advertising strategy for both traditional and social media, I designed brochures and fliers for the event and I also developed a media kit to distribute.

The skills I have learned throughout all of my previous experience would qualify me as a prime candidate for either the Marketing and Communications, Community Advocate, New Student Orientation or Student Conduct positions. I believe the practical knowledge and real time experience I have gained will allow me to excel at any challenge presented to me in any of these positions. Thank you for your time and consideration, I look forward to hearing back from you.

Sincerely,
Amy Podeszek

Experience

Office of Residence Life at Syracuse University– Syracuse, NY

Resident Advisor | August 2012 to Present

- Act as a mentor to 35 undergraduate students
- Plan and implement programs to educate residents
- Provide a safe and exciting environment for all students

Sadler Hall– Syracuse, NY

Social Media and Civic Engagement Team Member | August 2012 to Present

- Post relevant and timely information on social media sites
- Use social media platforms to educate and interact with students
- Engage students in service events for the Syracuse community

Ronald McDonald House Charities– Rochester, NY

Marketing and Public Relations Intern | May 2012 to August 2012

- Assisted in the planning and execution of fundraisers
- Helped to update social media sites
- Designed brochures and business cards for events

Carrier Dome Catering Services– Syracuse, NY

Private Suite Host | August 2011 to May 2012

- Waitressed in a private suite during football season
- Aided in the setup, serving and cleanup of private parties
- Served in the press box during basketball games

Sears Holding Corporation– Rochester, NY

Sales Associate | September 2008 to Present

- Provide customer service in the layaway and toy departments
- Provide retail assistance at the customer checkouts
- Work as a team to ensure customer satisfaction

Education

Rochester Institute of Technology–
Rochester, NY

Enrolled Fall '13

M.S Communication and Media
Technologies '14

Syracuse University– Syracuse, NY

S.I Newhouse School of Public
Communications '13

B.S Public Relations

Health and Wellness minor

Skills

•Adobe Creative Suite •Microsoft Office
•LexisNexis •Social Media •Hootsuite certified
•Final Cut Pro •Associated Press writing
style •WordPress •Student Affairs •Customer
Service

Award and Activities

•Dean's list Fall '10, '11, '12; Spring '11, '12
• Hands of Christ award recipient
•Contributing writer for *The Daily Orange* and
Equal Time magazine •Member of the 2011
“Goon Squad”