

Tanya M. Ali

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Objective Education

To apply my knowledge of public relations, research skills and leadership experience in a dynamic communications setting

The Pennsylvania State University

Major: B.A. in Public Relations, The College of Communications

Minors: Business and Psychology

GPA: 3.8/4.0 Major GPA: 3.83/4.0

Member of the National Society of Collegiate Scholars

University Park, PA

August 2004 – Present

Anticipated Graduation: May 2008

John Cabot University

Rome, Italy

January - May 2007

Public Relations Experience

The Edelman Group

Public Relations/Marketing Intern

New York, NY

May - August 2007

- Assisted the company's public relations effort through press release writing, submission to publications, and telephone follow-up
- Researched various target industries (financial, insurance, technology) and geographic locations
- Helped implement and update the company marketing plan

Merrill Lynch

Global Private Client Technology Communications Intern

Hopewell, NJ

May - August 2006

- Researched blog goals/implementations; piloted senior leader blog project
- Directed and implemented best practices for ongoing leadership forum series
- Assisted event planning and day-of support
- Wrote: Leadership Q&A summary, communications announcements, event invitations, online event articles
- Edited: survey content, website content, internal group communications
- Validated data for client satisfaction surveys, assembled sample survey packages for senior management, and formatted reports

Related Experience

Gamma Phi Beta International Sorority Member

President

University Park, PA

December 2005 – December 2006

- Planned an agenda and led chapter meetings for 90 members
- Led weekly executive council meetings and two executive retreats
- Communicated with local, regional, and international advisors

New Member Educator

July - December 2005

- Oversaw education program of 18 new members for eight weeks
- Planned events and prepared event-related packages
- Communicated with new members' parents

Penn State University "Greek Week" 2008

Marketing Overall Chairperson

University Park, PA

Present

- Obtain sponsors for Greek Week events, including food and monetary donations
- Organize two local promotional events

Penn State University Dance MaraTHON 2008

Public Relations Captain

University Park, PA

September 2007 – February 2008

- Responsible for organizing content and layout of the "Diamonder" magazine
- Wrote feature articles, collected and organized photos and ad space
- Supported pre- and post- THON publicity and events

Penn State University "Greek Sing" 2007

Marketing Captain

University Park, PA

August – November 2007

- Promoted "Greek Sing" events in order to raise funds and donations
- Communicated with local sponsors and complete contracts

Penn State University Homecoming 2006

Corporate Relations Captain

University Park, PA

March 2006 – October 2006

- Communicated and held meetings with past corporate sponsors
- Event support and participation

Business and Leadership Training and Skills

- Attended Gamma Phi Beta International Convention
- Experience with Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Project Manager), Adobe PhotoShop, Adobe InDesign, Windows Movie Maker; Web Conferencing Tools

Phoenix, Arizona