Leah E. Vough

College Address: GCC #1352, 200 Campus Drive, Grove City, PA 16127 Permanent Address: 827 Faidley Road, Markleton, PA 15551
Cell Phone: xxx-xxx-xxxx Home Phone: xxx-xxx-xxxx Email: VoughLE1@gcc.edu

Objective

To attain a marketing position with a credible organization as a resourceful, strategic thinker with superior teamwork and leadership skills, a passion for branding, and an eagerness and ability to learn quickly.

Education

Grove City College, Grove City, PA
B.S. in Marketing Management – May 2011
Minor: Communications
Current Major QPA: x.xx/4.00 Current Overall QPA: x.xx/4.00

Experience

Marketing and Communications Intern/Contractor, Bayer: Pittsburgh, PA **May 2010 – Present**

- *Created internal marketing materials on complex, technical products while maintaining a customer focus*
- *Led meetings, initiated follow-up and collaborated with managers and SMEs across various departments*
- *Designed invitations, organized the event website, and provided support for the annual Innovation Fair*
- *Managed the organization's Wiki and other technologies to more efficiently drive the communication process*

Research Assistant, Grove City College Business Department: Grove City, PA **September 2010 – Present**

- *Performed extensive research on the effects of using digital simulations to teach international business*
- *Summarized marketing research and past studies in a paper submitted to a national teaching conference*

Barista, Starbucks: Somerset, PA **May 2008 – November 2010**

- *Communicated with customers to meet their specific needs and left a positive impression on each individual*
- *Assembled creative displays within the store to promote seasonal products*
- *Recognized by district manager for excellence in customer interaction*

Marketing Project

Business Plan Competition – Retail Management Course **March 2009 – April 2009**

- *Initiated the design of an original and innovative business venture between five teammates*
- *Developed a 40-page business plan, including extensive financial statements*
- *Personally created a unique and comprehensive marketing strategy to publicize the new business*

Campus Leadership

American Marketing Association, Grove City College Chapter: President **2010-2011**

- *Established a new vision for the chapter and outlined chapter goals, events, and activities for the semester*
- *Effectively communicated the value proposition of the organization to the campus, doubling chapter membership*

Alpha Beta Tau Sorority: Social Chair **2008-2011**

- *Coordinated numerous social events for the sorority to promote bonding and unification, which involved attention to detail, multi-tasking, and working well with others*
- *Assessed the sorority budget and made many major, practical purchasing decisions*
- *Spearheaded a publicity campaign for a campus fundraiser, which proved effective by increasing the average attendance by 500 people and raising $1,000 for a local mission organization*

Parents' Weekend Program Committee: Senior Chair **2009-2011**

- *Contacted and efficiently worked with several committees, faculty and students to collect pertinent information*
- *Set deadlines for all other Parents' Weekend committees and communicated with an off-campus printing business to finalize several copies of the program*
- *Recorded, arranged, and ensured complete correction on all parts of the 24-page program, which was given to all student parents during Parents' Weekend*

Honors/Activities

- *Delta Mu Delta (International Honor Society in Business Administration)*
- *Omicron Delta Kappa National Leadership Honor Society*
- *Mortarboard National College Senior Honor Society*
- *Operation Top Management*
- *Dean's List with High Distinction*
- *Traveled to Romania to minister to a gypsy village*
- *Traveled to Mozambique through an international program to help bring aid to an orphanage*