

MARY RAE

mxr7030@g.rit.edu | (516) 449-5981 | Farmingville, New York 11738

EDUCATION

Rochester Institute of Technology - Rochester, NY / Expected in 05.2021

Bachelor of Science: Advertising and Public Relations

- Minor in Psychology
- GPA: 3.53
- Dean's List: Fall 2017, 2018, 2019, 2020; Spring 2019, 2020
- Recipient of M & M Forman Scholarship
- Recipient of RIT Founders Scholarship
- Recipient of NTID Presidential Scholarship
- Recipient of NTID Academic Excellence Scholarship
- Recipient of Eloise Thornberry Quasi Scholarship
- Member of Lambda Pi Eta; Honor Society (Inducted April 2020)

WORK HISTORY

Teacher's Aide / Margaret's House - Rochester, NY / 01.2019 – 03.2020

- Use patience, skill and various behavior modification techniques to maintain order and safety
- Retain interest and maximized receptive learning by educating students using hands-on instructional techniques
- Maintain effective schedule balance between rest periods, active play and instruction
- Maintain clean, neat and hazard-free areas to protect kids, personnel and families

Cashier / Handy Pantry - Farmingville, New York / 10.2016 - 05.2017

- Helped customers complete purchases, locate items and join reward programs to promote loyalty, satisfaction and sales numbers
- Educated customers on promotions to enhance sales
- Restocked, arranged and organized merchandise in front lanes to drive product sales
- Checked prices for customers and processed items sold by scanning barcodes

RELEVANT COURSEWORK

Principles of Advertising, Principles of Marketing, Public Relations, Public Speaking, Public Relations Writing, Mass Communications, Internet Marketing, Copywriting and Visualization

PROJECTS

- **Press Release:** Worked solo on a press release about a fake new Disney restaurant. Developed a news release, news backgrounder, a fact sheet, a future release, organization background, and a radio commercial transcript.

- **Advertising Campaign:** Worked solo on advertising campaign for a real life company, Block Island Seafood Company, including a presentation. The company is a catering service who needed to draw more consumers in from the Manhattan

area. The ads created for project will be used by company for real life advertisement.

- **Advertising/Marketing Campaign:** Created marketing and advertising campaign with a group for a Rochester, NY based hot dog company, Zweigle's. Presented campaign to the company owner. The company plans to use ideas from the group's campaign to improve social media outreach.