

# Tessa Maciejaszek

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**EDUCATION:** The Pennsylvania State University, University Park, PA  
Bachelor of Arts in Public Relations, 2009  
Cumulative GPA: 3.2

## EXPERIENCE:

**Customer Service Research Representative II** June 2009 - Present  
*Sallie Mae*, Wilkes-Barre, PA

- Work with management on new projects that will better accommodate the customers
- Explain and discuss functions of the department with higher management and executives
- Adjust and update customer's student loan accounts to reflect their current enrollment status
- Communicate effectively with customers through a professional and friendly demeanor

**Intern** January 2009 - April 2009  
*Magnum Broadcasting, Inc.*, State College, PA

- Scheduled entertainment appearances for the People's Choice Festival via phone and e-mail
- Publicized clients and events by writing promotional commercials and radio advertisements
- Created a weekly feature on the radio station by interviewing members of the community

**Public Relations Intern** August 2008 - December 2008  
*Dick Jones Communications*, State College, PA

- Secured coverage of clients by writing and distributing media pitches to national journalists
- Established and maintained relationships with clients and media outlets via phone and e-mail
- Produced media contact lists for easier pitching and communication strategies

**Customer Relations Intern** July 2008 - November 2008  
*Penn State Intercollegiate Athletics*, University Park, PA

- Provided excellent customer service by answering customer's questions and concerns
- Improved the student ticket sales by suggesting ideas for easier buying transactions
- Developed marketing strategies with hierarchy to positively promote Penn State Athletics

## ACTIVITIES:

- PRSA - Public Relations Society of America August 2009 - August 2010
- Penn State Alumni Association May 2009 - May 2010
- The Lands at Hillside Farms PR Volunteer September 2009 - December 2009

## SKILLS:

- Skilled in Microsoft Office, Adobe InDesign, and Adobe Photoshop