

Ava Bloom ~ Massapequa, NY
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Susquehanna University, Sigmund Weis School of Business – Selinsgrove, PA
Bachelor of Science, Luxury Brand Marketing & Management
Expected Graduation: May 2028

Relevant Coursework:

- **Global Business Perspectives:** Collaborated with a team to develop a business pitch for Dick's Sporting Goods, presenting the final proposal to a panel of alumni judges.
- **Luxury Brand Marketing:** Studied luxury theory and the Anti-Laws of Marketing, gaining insight into strategies that drive brand exclusivity, desirability, and market differentiation.

Professional Experience

Social Media Manager – *Hillel International, Susquehanna University*
August 2024 – Present

- Designs merchandise and creates engaging social media content (event pages, countdowns, highlights) to promote Hillel events and increase student involvement and Tracks analytics and prepares performance reports to evaluate engagement and recommend improvements for campaign effectiveness.

Sales Associate – *Ann Taylor, Huntington, NY*
May 2025 – August 2025

- Delivers personalized styling and customer service to build client relationships and drive sales and maintains brand standards through visual merchandising, floor resets, and accurate handling of transactions, returns, and inventory.

Director of Morale and Engagement-Twin Oaks Day Camp

2019-2024

- Planned and scheduled engaging day to day activities for campers
- Planned events such as Halloween in August, parent visiting night, Fourth of July Barbecue and more.

Leadership & Campus Involvement

Susquehanna University Dance Corps – *Public Relations Chair & Jazz Choreographer*
September 2024 – Present

- Manages and creates social media content for a team of 40 members, posting three times weekly to showcase progress and promote team activities and collaborates with brands such as LMNT Electrolytes, Saint James Iced Tea and Salud to create mutually beneficial sponsored content
- Choreographed jazz routines for performances

Lookbook Photo Shoot Director – *Luxury Brand Marketing Club*
September 2025

- Collaborated with creative teams in brainstorming, styling, and coordinating photoshoots to develop a cohesive lookbook vision and aesthetic and assisted with location scouting, scheduling, shoot setup, and worked closely with photographers, models, and stylists.

Fashion Show Designer Community Aid
March 2025 and January 2026

- Designed sustainable material clothing
- Created graphics for the event.

VP of communications– Zeta Tau Alpha Fraternity
January 2025 – Present

- Participated in philanthropy initiatives and choreographed ZTA Airband performances to raise funds and awareness for breast cancer education and research and Attended alumni networking events to build connections.
- Ran all social media accounts and coordinated brand partnerships with brands such as Raising canes, Valentino, Pringles, Bloom, Poppi and many more.

Building Bridges Fellowship – Susquehanna University
2024 – Present

- Work alongside fellow students to prepare and serve meals for the local Sunbury Food Bank, supporting the community and addressing food insecurity.

