

# Savannah Waligore

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**OBJECTIVE:** To build the public image of authors, books, and the publishing brand with media relations, planning book campaigns, engaging in content creation, and crisis management.

## EDUCATION:

Gettysburg Area High School

May 2025, Cum Laude

Susquehanna University

B.A in Advertising and Public Relations, Expected December 2028

## WORK EXPERIENCE

### **Starbucks Barista, Hotel Gettysburg**

- Forming customer connections with 200-300 customers per day
- Memorizing 50-100 drink recipes

### **Sales Lead, Gettysburg National Park Museum Bookstore**

- Communicating with incoming authors about arrival time, displays, etc.
- Managed employees regarding break times, daily tasks, and interpersonal relations
- Tackled 800-1,000 customers per day with upwards of \$25,000 in daily sales

### **Student Alumni Ambassador, Susquehanna University**

- Tabled for philanthropic efforts such as Orange and Maroon Day
- Coordinated with alumni to ensure a comfortable and enjoyable visit
- Set up various events to be attended by 50-100 guests

## SKILLS

**Technology:** Adobe Creative Suite, Microsoft Word, Canva, Meta, TikTok

**Other:** Public Speaking, Project Management, Digital Media, Adaptability, Collaboration

## ACTIVITIES

### **WQSU Radio Station Promotions Director, Susquehanna University**

- Crafted upwards of 2-5 Instagram, TikTok, and Facebook posts per week
- Delegated tasks to a team to promote efficiency

### **Public Relations Student Society of America, Susquehanna University**

- Aided in a successful donor campaign by managing the budget, social media, etc.
- Interfaced various outside organizations to garner support

## REFERENCES

**Dawn Benfer** | WQSU General Manager | Susquehanna University

(570) 898-1262 | slonaker-benfer@susqu.edu

**Chuck Hollabaugh** | Store Director | Gettysburg National Park Museum Bookstore

(717) 253-4209 | gettysurgstore@eventnetwork.com

**Amy Davis** | Associate Director of Culture and Belonging | Susquehanna University

(570) 372-4590 | davisam@susqu.edu