

## MARGARET R. DEGENNARRO

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LOCAL: 3411A Powelton Ave. Philadelphia, PA 19104

PERMANENT: 350 Aldo Drive, Toms River, NJ 08753

### EDUCATION

DREXEL UNIVERSITY, PHILADELPHIA, PA

BA/MS: Corporate Communication,  
Public Communication

MINOR: Business Administration

ANTICIPATED GRADUATION: June 2012

CUMULATIVE GPA: 3.74

### HONORS AND AWARDS

Dean's List: *2007- Present*

Merit-based Dean's Scholarship: *2007- Present*

National Society of Collegiate Scholars, Drexel Chapter: *2008- Present*

Order of Omega, National Greek Leadership Honors Society: *2010*

### EXPERIENCE

DREXEL UNIVERSITY OFFICE OF ENROLLMENT MANAGEMENT, PHILADELPHIA, PA

Assistant to the Recruit Team *February 2009- Present*

- Conduct research to keep recruit team outreach lists up to date
- Market the university by preparing materials for potential students
- Serve as liaison between the recruit team and active Drexel alumnae in the "Ask a Dragon program"
- Coordinate Alumni Ambassador Information Session for graduating seniors

PHI SIGMA SIGMA ROCK-A-THON, PHILADELPHIA, PA

Public Relations Coordinator *May 2010*

- Wrote all correspondence to potential sponsors and participants
- Wrote event press release and publicized event on numerous websites
- Publicity efforts contributed to a donation of \$4,508.73 to the National Kidney Foundation

CASHMAN & ASSOCIATES PHILADELPHIA, PA

Public Relations Assistant Co-op *September 2009- April 2010*

- Tracked and recorded all media secured for various clients in the hospitality industry
- Maintained client press books and monthly public relations recaps
- Wrote and distributed media alerts, assisted in event preparation as well as on-site event coordination
- Publicized special events using an array of web resources
- Assisted in organization of client/product appearances on television segments (talent recruitment, preparing shootsheets and talking points for guests)

NEW WORLD GROUP, INC. SECAUCUS, NJ

Marketing Assistant Co-op *September 2008- March 2009*

- Creative brainstorming and concept development for promotional campaigns
- Assisted with company media buying
- Wrote company press release

### ORGANIZATIONS AND ACTIVITIES

Public Relations Student Society of America, 33rd Street Public Relations: *September 2008- Present*

Philly Ad Club, *June 2010*

Phi Sigma Sigm a Fraternity Public Relations Chair 2008-2009, Member-At-Large: *2009-2010*

### RELEVANT SKILLS

Experienced in working with Microsoft Office, Social media resources (Twitter, FaceBook), Able to speak/comprehend Spanish (6 years of study), Strong oral and written communication skills