

Ashley Dalsania

B.S. Marketing, Florida State University

EDUCATION

FLORIDA STATE UNIVERSITY

BACHELOR OF SCIENCE, MARKETING - MAGNA CUM LAUDE

May 2024

GPA 3.7

EXPERIENCE

BANQUET SERVER

Hotel Bardo, Savannah, GA

Sept 2024 - Present

- Provide exceptional guest service by setting up, serving, and breaking down banquet events, ensuring all guest needs are met in a timely and professional manner
- Coordinate with event organizers, kitchen staff, and other department team members to deliver smooth, memorable event experiences
- Maintain up-to-date knowledge of Banquet Event Orders and promptly communicate any changes to all relevant departments to guarantee alignment and seamless event execution
- Skillfully handle guest requests, concerns, and complaints, maintaining a positive and courteous attitude to enhance customer satisfaction
- Contribute to team success by working efficiently in a fast-paced, high-volume environment while ensuring a high level of attention to detail

SOCIAL MEDIA MANAGER

Big Bon Bodega, Savannah, GA.

July 2024 - Oct. 2024

- Developed high-quality, engaging, and visually appealing content, including photos, videos, stories, and written posts, that reflected the brand's voice and values
- Managed daily operations of all social media channels (Instagram, Facebook, TikTok, etc.)
- Monitored social media performance using analytics tools, track KPIs, and prepare regular reports to measure the success of campaigns and inform future strategies
- Tracked KPIs boosting website traffic, conversion rate, and engagement and reach by 41.6% to ensure the full optimization of platforms
- Successfully executed email marketing campaigns bringing in \$800/month in sales to engage subscribers, promote products, and drive traffic to both physical and online orders

FOOTBALL RECRUITING OPERATIONS INTERN

Florida State Football, Tallahassee, FL

Feb. 2024 - June 2024

- Assisted in the on-campus recruiting experience, planning and execution of recruiting events
- Coordinated logistics for recruiting visits, including scheduling itineraries, arranging transportation, accommodations, meals, campus tours, and meetings with coaching staff
- Assisted coaching and operations staff in maintaining the recruiting database by inputting prospect information and updating player profiles
- Provided general administrative support to the recruiting coordinator and coaching staff, including organizing meetings, preparing recruiting materials, and managing office tasks as needed

VICE PRESIDENT OF SISTERHOOD EVENTS

Phi Mu- Alpha Epsilon, Tallahassee, FL

Dec. 2021 - Jan. 2024

- Orchestrated and executed a variety of sisterhood events, including retreats, workshops, and social gatherings, catering to the diverse interests and preferences of the sorority members
- Effectively managed a \$75,000 budget allocated for events, ensuring optimal utilization of the funds
- Led a team of event coordinators, as well as collaborated with fellow executive board officers, delegating responsibilities and fostering a collaborative environment
- Ensured all events adhered to safety protocols, risk management guidelines, Phi Mu National Headquarters and university policies
- Received recognition for outstanding leadership and dedication to creating meaningful sisterhood experiences within the organization

CONTACT

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🏠 4 Cobham Draw
Pooler, GA 31322

SKILLS

Design Thinking Practitioner

Creativity

Team building

Communication

Problem Solving

Leadership

Emotional Intelligence

SOFTWARE KNOWLEDGE

Canva

Adobe Softwares

Excel, Word, PowerPoint

ACCOMPLISHMENTS

Phi Mu - 2023 Panhellenic Chapter of the Year

Phi Mu - 2023 National Chapter of the Year
Carnation Cup Recipient

PASSIONS

Event Planning

Calligraphy

Golf

Football

Acting/Film