

# Ashley Mary Msallem

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## Education

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### Fairleigh Dickinson University

*Bachelor of Arts in Communication, Concentration in Public Relations*

Madison, NJ

May 2024

Awards: Dean's List, Merit Scholarship

Related Courses: Social Media, Communication, & Community; Public Relations Writing; Professional Communication; Research Methods; Social Impact of Social Media; Media Ethics; Public Relations Campaigns; Communication Theory

## Academic Research Projects

Public Relations Campaigns: Analyzing "How do CEOs communicate on Twitter? A Comparative Study Between Fortune 200 Companies and Top Startup Companies," FDU

May 2023 – July 2023

- Examined how "social CEOs" use their power to build social communities, followings, and interact with the public while strengthening the reputations of their organizations.

Social Media, Communications, & Community: *Brainstorming the Influencer*, FDU

January 2022 – May 2022

- Analyzed influencer Lexi Rivera's self-presentation techniques, patterns of audience interaction, and content creation: examined how her labor is organized and commodified online through a comprehensive written report

## Professional Experience

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**Seasonal Associate, Nordstrom**, The Mall at Short Hills, New Jersey

November 2024 – January 2025

- Give the best service to the customers
- Provide honest and confident feedback to customers about style and fit
- Work with the team to keep the department customer ready, stocking, re-merchandising, price markdowns, and light cleaning

**Sales Associate, J.Jill**, The Mall at Short Hills, New Jersey

September 2024 – Present

- Maintain store organization by conducting inventory, sorting returned and dressing room items, and refreshing store racks
- Greet customers genuinely, re-engage when necessary, build loyalty, and create genuine connections
- Supports team to accomplish performance targets for productivity and sales

**Volunteer**, Bay Ridge Center for Older People, Brooklyn

February 2024 - April 2024

- Assisted the communication consultant with social media posts and conducted tours of the Bay Ridge Center
- Assisted the receptionist with daily activities and helped the overall functioning of the congregational meal setting
- Able to utilize communication skills in social media, public relations and professional communication

**Student Worker**, Office of Financial Aid, Fairleigh Dickinson University

September 2022 – May 2023

Assisted with answering phones, emails, & front desk coverage to address questions regarding financial aid

- Maintained office duties such as filing, organizing, and shredding documents, and assisted with daily tasks
- Upheld strict adherence to FERPA regulations and confidentiality to protect student information

**Intern**, Shalom International Corporation, New York

September 2019 – March 2020

- Handled and organized inventory by packing, price tagging, and displaying children's accessories
- Assisted in buying and selling inventory, tracking sales, and restocking items as requested

## Certificates

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**Professional Makeup**, Chic Studios School of Makeup

August 2020

- Engaged in 35+ hours of beauty makeup, fashion and runway makeup, digital beauty advertising / social media, bridal makeup and relevant business courses

## Skills

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Technical: Instagram, TikTok, X, Facebook, Insights & Analytics, Outlook, Canva, Microsoft Office, and Google Suite

Languages: Arabic (working proficiency), Spanish (working proficiency)

Interests: Graphic design, social media analytics & insights, content creation, dance, online trends, pop culture