

# Ivy Lea DeWitt

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## EDUCATION

### Lafayette College, Easton, PA

Bachelor of Arts: Economics and Religious Studies

Degree expected May 2014

GPA: 3.37

- Special Project: Social Media Manager of *50 States of Grey*, a student-run election night broadcast. Part of a special topics economics class based on the November 2012 elections. Increased Facebook following to 700+ subscribers during the course of 4 months. (Fall 2012)

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## MARKETING & RESEARCH EXPERIENCE

### Lafayette Center for Civic Engagement, Easton, PA

Civic Engagement Intern

Spring 2014 – Present

- Synthesize sources from the college archives and community newspapers to document the history of Safe Harbor, a homeless shelter started by Lafayette Alumni
- Design exhibit on community engagement at Lafayette College for the 2014 Alumni weekend

### Lafayette Office of Intercultural Development, Easton, PA

Marketing and Communications Coordinator

Fall 2013 – Present

- Implement the first strategic marketing plan for the office
- Developed an ongoing Facebook campaign on multicultural leaders in the humanities, social sciences, and STEM fields
- Remodeled the intercultural website using WordPress software

### Lafayette Office of Student Leadership and Involvement, Easton, PA

Events, Marketing, and Night Manager

Fall 2012 – Present

- Research digital signage opportunities to add to Lafayette's event marketing efforts
- Coordinate social media sites to broaden the influence of the student center on campus
- Assist visitors and students with information about Lafayette's college experience, received written letter of appreciation from Lafayette's community service administrator (Spring 2013)

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## TECHNICAL & DESIGN SKILLS

WordPress, HTML, Google Drive, Google Analytics, Hootsuite, Facebook Analytics, Twitter Analytics, Adobe Photoshop, Adobe Illustrator, Adobe Bridge

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## CERTIFICATIONS

CPR (American Red Cross), Microsoft Excel 2013 (Lynda.com)

Spring 2014

Qualtrics (Survey Software), WordPress – Lafayette Training Session

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## AWARDS

Alfred J. Douglass Scholarship (Awarded to PA Economics Majors), January 2013 and 2014  
Dean's List for the past 4 semesters

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## ACTIVITIES

Senior Class Council

Spring 2014 – Present

Secretary: Association of Lafayette Feminists

Fall 2013 – Present

Blogger: *The Twenties Academic*

Summer 2013 – Present

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## INTERESTS

Sustainable food production, multicultural competence, theater, online learning – MOOCs