

S. Renya Korbich

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Education

West Chester University of Pennsylvania, West Chester, PA

Master of Arts in Communication Studies (Jan 2024-Dec 2025)

Digital Media Marketing Certificate

West Chester University of Pennsylvania, West Chester, PA

Bachelor of Arts in Media and Culture (August 2021-May 2024)

Northwestern Lehigh High School, New Tripoli, PA

High school diploma (August 2017-May 2021)

Work Experience

Purses For A Purpose (June 2025 – Present)

Graphic Design & Social Media Director

West Chester Chapter Coordinator

- Designed a 3 phase operation to focus on uniformity, standardization, and branding which includes creating a brand guidelines template, website renovations, and an internal audit of processes.
- Coordinates West Chester chapter by collecting and organizing donations, creating a digital hub for the community to find resources and help, and communicating with other partnerships and organisations.
- Designs graphics and manages social media to utilise communications to further the mission statement.

West Chester University, West Chester, PA (Jan 2025 – May 2025)

Graduate Assistant for Marketing the WCUPA Graduate Program for Communication and Media

- Utilised graphic design and website building technologies and softwares to strategically market graduate programs using research and analytics
- Hosted “Community and communications”, an analytic presentation on crisis communications and current events

Chipotle Inc., West Chester, PA (Aug 2024 – present)

Crew Member

- Ensure guests have a quality experience through quality assurance, effective shutdowns, proper cleaning processes, and face-to-face communications.

Wawa Inc., Media, PA (Jan 2023 – present)

Associate Service Representative

- Ensures compliance and guidance to over 40,000 internal associates and external candidates
- Specialises in the onboarding process (I9's, legal identification, background checks, and candidate experience/compliance)
- Communicates efficiently and timely with internal and external departments such as the Payroll Department or Experian.

Store Operations Intern

- Was part of Phase 0 and created over a hundred documents using a created template for store guides, roll outs, and information sharing
- Worked to organise files and documents on the internal sharepoint for the company

Customer Service Associate

- Worked in a fast-paced environment through various stations while providing a positive environment that satisfies customers
- Created bonds and relationships with customers, ensuring their satisfaction and a pleasing experience
- Worked with managers and higher-ups while using quick thinking and problem solving skills

Chester County Partnership to End Homelessness (Feb 2024 – August 2024)

Student Partner

- Used different channels and types of digital and print media to inform target audience about the governmental services offered
- Analysed statistics to create a strategic plan using graphic design skills and social media management for Chester County to create audience behaviour change to further the community
- Attended events as a professional photographer

The Couch Tomato Cafe, West Chester, PA (Sept 2021 – May 2024)

Shift Leader/Closing coordinator

- Cross trained proficiently in all front and back-of-house positions with ensured product quality and correctness with efficiency and incredible customer service
- Cooperated and bonded with coworkers, ensuring the environment was a positive place to be in with effective communication
- Implemented new procedures to create a more efficient workplace
- Created strategic social media campaign with multiple design programs, “new year, new pizza” to promote the new product

Independent Contractor, Greencastle Consulting Co., Malvern, PA (April 2022 – Aug 2022)

Podcast Manager

- Managed, edited, and produced Greencastle Consulting Company's podcast, Shots From The Winchester
- Ensured the podcasts were edited cleanly and thoroughly, in a timely manner to the organization's wishes
- Worked with the company's employees and higher-ups with clear communication to ensure the process was completed with weekly reports and same day returned instruction

110 Front Communications, Lehigh Valley, PA (Aug 2020 – Dec 2020)

Intern

- Added creative input and used Adobe programs to present design ideas
- Examined and furthered SEO and analytics to further the traffic on the website
- Worked with Wordpress and utilised graphic design skills to better the company and the website

Campus Involvement

Lambda Pi Eta (Jan 2023 – May 2024)

Vice President

- Utilised graphic design and public speaking skills to communicate with the club members
 - Created multiple fundraisers and donations for the university or club
 - Created an environment and culture where arts and humanities majors could make connections, socialise, and further their career
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Skills

- English (Fluent)
- Spanish (Conversational)
- American Sign Language (Beginner)
- Graphic design and technological skills (All Adobe platforms, all Microsoft platforms, CRM and HRM systems, and more)
- Research skills (have completed research projects and taken courses on effective research methods)
- B2B communication and marketing strategies
- B2C communication and marketing strategies
- De-escalation skills