

Ashland Gravit

agravit@ufl.edu | <https://www.linkedin.com/in/ashlandg/> | <https://ashland-resume.vercel.app/> | Cell: (407) 517-8604

EDUCATION

University of Florida

Bachelor of Science; Major: Advertising | Specialization in Persuasive Messaging
Minor: Business Administration

Gainesville, FL

May 2022

WORK EXPERIENCE

Project Scientist Communication Strategist Extern

PricewaterhouseCoopers (PwC) Consulting

Remote

October 2021 - Present

- Analyze and evaluate challenges from non-profit organizations using consulting frameworks to help solve important business problems such as development, impact assessment, policy issues, and strategic positions.

Product Strategist Intern

Turnitin LLC

Remote

June 2021 - August 2021

- Conducted in-depth research of higher education learning with internal and external stakeholders to implement new strategies in product development at a growing EdTech company
- Assisted the product strategy team by conducting interviews with managers to understand and gain insight of their narrative writing process and how the strategy team can be influential in that process. Synthesized data using Miro Board for effective data gathering for lead manager
- Looked into the lifecycle of PeerMark (Turnitin's foundational product) and what the future of it is, in Turnitin's tool suite.
- Researched competitors in the peer review industry, and the barriers to entry in the market to see how PeerMark can remain a market leader

SharePoint Online Developer Intern

Pfizer Inc.

Remote

May 2021 - August 2021

- Assessed the current site landscape, subsites, content and permissions to design the site with a simplified layout within the Clinical Supply Strategy and Management (CSSM) line.
- Worked with content owners to clean up existing content and discuss subpage layouts as needed to provide a better user interface.

Career and Technical Education Summer Intern

Orange County Public Schools

Orlando, FL

June 2017-Aug. 2017

- Assisted the LaunchEd program, in the areas of imaging, diagnosing non-functioning devices, cleaning and preparing devices for distribution, and inventory tasks that have helped schools prepare for the upcoming school year.
- This program created an increase in student interaction, boosted employee and student leadership, and created efficient learning opportunities.

Barista and Food Server

Panera Bread

Orlando, FL

June 2017-Aug. 2017

- Communicated clearly and positively with coworkers and management, while maintaining high standards of customer service. during high-volume, fast-paced operations while following procedures for safe food preparation, assembly, and presentation
- Assisted management with inventory control and stock ordering.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Marketing Director

Association of Latino Professionals for America (ALPFA UF)

Gainesville, FL

January 2019 - Present

- Stimulate awareness of ALPFA throughout UF by creating slides for the Business School TV and Undergraduate Newsletter while creating content for ALPFAUF social media platforms.
- Attend technical workshops to grow professional skill sets through business interactions and job assignments.
- Network with Fortune 500 Companies while enhancing ALPFA member's experience by planning internal and external socials.

Design Summit Participant

Facebook Design

Menlo Park, CA

June 2020

- Participated in a 2-day summit at Facebook where I focused on content strategy and the significance of tone, hierarchy, the process of research, and composition when creating content.
- Developed user interface skills through in-depth portfolio reviews.
- Researched emerging markets and factors that influenced it such as: developing infrastructure, language diversity, extreme gender disparities, and steep learning curves for 'new to internet' people.

Peer Leader

First Year Florida

Gainesville, FL

Aug. 2019 - Dec. 2019

- Partner with a full-time university staff member to plan a curriculum for a first-year student transition course.
- Coordinate lessons, guest speakers, and events for five students related to learning outcomes for first-year student development.
- Advised and coached 5 first-year students by communicating one-on-one about interests to create goals related to involvement and academic success.

Campus Prep Program Fellow**Gainesville, FL***Leadership Development Institute (Within the Black Student Union)**Aug. 2018-May 2019*

- Selected as one of fifty fellows from a pool of African American candidates for a year long, intensive career, and development program. As young student leaders, we were molded for future roles on campus, and as world leaders.
- Members create and run their own programs and events with minimal assistance from the directors in an effort to learn the elements of leadership.
- Fundraised \$1,000.00 scholarship to give to an underrepresented high school senior in the Gainesville Community to further their education at the University of Florida

SKILLS AND INTERESTS

- Fluent in French, Haitian-Creole (reading, writing, and speaking).
- Proficient - Programming Language: HTML, JavaScript
- Experience using Microsoft Word, Excel, PowerPoint, Access, Publisher SharePoint, Certified Internet Web Professional (CIW Internet business associate), Adobe Certified Associate in Web Communications Using Adobe Dreamweaver CS6
- Certifications: Google Analytics for Beginners, Mobile Marketing Foundations. Marketing: Customer Segmentation