

# Luke Mallon

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## Education:

### **The Pennsylvania State University**

Smeal College of Business - B.S. in Corporate Innovation and Entrepreneurship  
GPA: 3.33/4.00, Dean's List 2018/2019

**University Park, PA**

*Class of May 2021*

## Work Experience:

### **Graduate Hotel**

*Marketing Intern*

**State College, PA**

*May 2019 - September 2019*

- Developed the marketing launch plan strategy to build local brand recognition and market penetration
- Responsible for student-outreach planning, student marketing, local customer retention, and market expansion
- Operated and created the launch phase of the Graduate State College Instagram and "Mood Board"
- Optimized corporate outreach program which established connections between the brand and local businesses
- Organized and coordinated two launch events totaling nearly \$10,000 in budget and one hundred attendees each

### **Donnelly-Boland and Associates**

*Accounting Intern*

**Pittsburgh, PA**

*May 2018 – August 2018*

- Selected as the lead intern for all financial deposits for the company and 6 external clients
- Managed day-to-day accounts payable and accounts receivable of multiple million-dollar organizations
- Cataloged and organized three client's fixed assets and recommended proper write-offs
- Calculated depreciation of vehicles, properties, and other fixed assets and reconciled the proper accounts
- Taught new employees how to make and record deposits, manage accounts payable, and manage fixed assets

### **The Original Pancake House**

*Server*

**Pittsburgh, PA**

*June 2015 – January 2019*

- Performed 54-hour work weeks, averaged \$750 in sales per day, and over 25% in tips
- Managed closing accounting procedures such as cash register and making bank deposits
- Trained new employees on proper procedures, customer interaction, and effective service techniques

## Relevant Experience:

### **Penn State THON**

*Family Relations Director*

**University Park, PA**

*April 2019 – Present*

- Member of the 17-person Executive Committee for the student-run Penn State Dance Marathon that raises over \$10 million annually, provides emotional support to over 500 families, and has over 16,000 volunteers
- Led a team of 25 Captains who complete 20-hour work weeks organizing family events and fundraising
- Collaborated with other directors to fulfil the short and long-term strategic goals and needs of THON

*Family Relations Captain*

*September 2018 – March 2019*

- Provided emotional support to over 500 families affected by pediatric cancer by collaborating with a 25-member team
- Cultivated the communication and support of 40 families who have lost a child to pediatric cancer
- Invested 20 hours a week in creating and organizing events and communicating with families and volunteers
- Presented material to over 115 different groups and 3,400 volunteers totaling over 45 hours of public speaking

### **Delta Sigma Pi Professional Fraternity**

*Executive Committee – Intramural Coordinator*

**University Park, PA**

*May 2018 - Present*

- Contributed to biweekly, 26-person executive committee meetings affecting functional and strategic goals
- Managed \$300 budget and organization of the 120-member fraternity's involvement in intramural sports

*General Member*

*January 2018 - Present*

- Competed in the Business Fraternity Council Spring 2018 Case Competition and finished in 4<sup>th</sup> place
- Developed professionally and personally through training programs, networking events, and alumni-run seminars

## Interests:

Soccer, Photography, Technology, Skiing, Strategy Board Games, Running, Football