­­­Gena Basha

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EDUCATION **Bachelor of Arts in Cognitive and Computer Science, Minor in Fine Arts**

 University of Pennsylvania, College of Arts and Sciences ‘18



SKILLS **Microsoft Office, customer service, event planning, social media, copywriting, Adobe Creative Suite, flyer/logo design, Java programming, web design**



EXPERIENCE **Sales Advisor: Warby Parker – Abbot Kinney, Summer 2017**

‣ Worked in team in a fast-paced retail environment, assisting dozens of diverse customers each day. Demonstrated styling abilities and familiarity with the current collection, smooth and efficient handling of checkout and orders, and passion for informing customers about the Warby Parker brand and philosophy. Consistently ranked high in retail experience scores at one of the busiest Warby Parker locations.

 **Development Intern: Intuition Productions, Summer 2017**

‣ In a tight-knit office environment, read and covered TV and film script submissions, and completed research assignments for projects in development. Helped with brainstorming ideas for potential projects to pitch ­and participated in meetings with writers and producers to discuss ongoing projects.

 **Software Developer Intern: Skjei Telecom/SiriusXM Radio, Summer 2016**

‣ Worked one-on-one with a software developer, wrote and tested Java code to ingest large Excel data files and to sort and store data from files.

‣ Designed and developed a new company website for Skjei Telecom.

**Team Coordinator: Penn New Student Orientation, Summer 2015**

‣ Worked in a team to plan and execute orientation for 2500 freshmen by collaborating with administration, faculty and staff; planned orientation events like freshman comedy night and the freshman reading initiative; designed t-shirts and flyers with Creative Suite; maintained communication with incoming students throughout the summer.

**Sales Associate: Secondi Consignment Store, 2012-2017**



ACTIVITIES **Producer: LaughtHERfest, Fall 2016**

‣ Head coordinator of a women in comedy festival at Penn that sold 400+ tickets. Planned and organized a morning panel and daytime workshops with professional comediennes, worked with talent agencies to book professional comics for an evening showcase including student comedians from Penn and other universities.

**Marketing Representative: The Walk, Student-run Fashion/Culture Publication**
‣ Source content and write daily posts on blog and magazine’s Facebook page; brainstorm and contribute to monthly marketing campaigns through social media. Organize and plan events in a group of committee members.

**Editor and Writer: Under the Button, Comedic Campus News Blog, 2014-present**

‣ Collaboratively brainstorm relevant news content for the blog in groups; write and publish weekly posts; serve on board of editors to direct, proofread, and ameliorate posts written by others.