

ALEK PANCHIK

950 Front Street
Hershey, PA

Alekpanchik@gmail.com | <https://www.linkedin.com/in/alek-panchik/> | ontherisemktg.com

(717) 526-9704

EDUCATION

The University of Scranton, Kania School of Management

Scranton, PA

Master of Business Administration

Anticipated Graduation May 2027

Bachelor of Science and Business Administration

Anticipated Graduation May 2026

- Overall GPA: 3.9/4.00
- Dean's List: First Semester, Second Semester, Third Semester, Fourth Semester, Fifth Semester, Sixth Semester
- Presidential Scholarship
- Tuition Exchange Scholarship

Bishop McDevitt Highschool

Harrisburg, PA

Diploma

June 2022

- Overall GPA: 3.89/4.00
- NHS

PRACTICAL EXPERIENCE

On The Rise Marketing

Hershey, PA

Founder and Owner

June 2018-Present

- Founded and manages a successful video production company specializing in product advertising
- Plans, directs, shoots, edits, and produces TV and social media ads for clients
- Collaborates with clients to understand their needs and goals, and works closely with them to ensure their satisfaction
- Establishes relationships with vendors and contractors to secure the necessary design, music, and talent needed for production
- Stays up to date with the latest video production technologies, trends, and techniques, and implements new tools and processes to improve efficiency and quality

Video Crew

Philadelphia, PA

Marketing and Production Intern

May 27th – August 27th, 2025

- Assisted in pre-production planning, including scheduling and organizing shoots
- Coordinated with clients, crew members, and stakeholders to ensure smooth project execution
- Managed project timelines and ensure deliverables meet Video Crew's quality standards
- Contributed to creative development including scripting, directing, lighting, and content planning
- Supported and managed post-production process, ensuring projects stay on schedule

VOLUNTEER EXPERIENCE

Brittany's Hope Vietnam Service Trip

Vietnam

Volunteer

June 2019 and December 2022 – January 2023 (2 trips)

- Participated in two service trips to Vietnam and worked with a team of volunteers and doctors to provide support to orphanages and children in need
- Filmed and edited a documentary showcasing the work that the Brittany's Hope Foundation does in Vietnam, and the orphanages that they run
- Organized and led recreational activities for children with special needs
- Assisted in daily activities such as meal preparation, cleaning, and personal hygiene care for the children
- Demonstrated cultural sensitivity and an understanding of local customs and traditions and adapted communication styles and behavior accordingly

LEADERSHIP EXPERIENCE

Resident Advisor for Freshman Dorm Hall

Scranton, PA

University of Scranton

March 2023 - Present

- Leads and supports a diverse group of college residents and serves as a role model and mentor to promote personal and academic growth
- Monitors the safety and security of residents and responds to emergencies in the residence halls
- Uses conflict management skills to help conflicting roommates reach a solution
- Assists in the enforcement of policies and procedures, and reports conduct violations

ADDITIONAL INFORMATION

Activities: Acting, Play Directing, Film Directing

Skills: Adobe Premier Pro, Acting, Video Shooting, Directing

Interests: Theater, Music