

KATIE WELTE

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EDUCATION

Bachelor of Science in Commerce and Business Administration, *Graduation Date:* May 2024

The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL

Major: Marketing Minor: Sales and Real Estate GPA: 3.4

MARKETING EXPERIENCE

Head of Public Relations, November 2021 - November 2022

Delta Zeta, The University of Alabama, Tuscaloosa, AL

- Managed Delta Zeta Alpha Gamma's social media accounts, by posting and addressing account interactions
- Responsible for content and timing of posts and all communication on the accounts
- Showed leadership skills by leading a team of around 20 people with various positions
- Managed responsibilities like photography, social media, graphics, videography, and editing
- Increased following on Instagram to over ten thousand through our social media, using various marketing techniques

PROJECT WORK

Consumer Behavior MKT 313, Spring 2022

Shark Tank Class Project, The University of Alabama, Culverhouse College of Business

- Researched and then invented a new product that fit the assigned target market of college students
- Collaborated with 3 team members to compose final report and recommendations utilizing Excel and PowerPoint
- Presented our new product to the class as well as developed a strategy for maximizing advertising on Facebook, Instagram, and TikTok
- Strengthened public speaking skills by presenting material to peers and professor
- Invested over 40 hours into this project starting with market research through the final product design

WORK EXPERIENCE

Shift Leader, July 2017 - Present

Peace Love and Little Donuts, Columbus, OH

- Worked independently, often as the sole employee in the donut shop
- Opened and closed the donut shop ensuring that the donut shop operates smoothly during each shift and the cash drawer is balanced at end of each shift
- Trained future employees on the basics of making donuts and managing the shop, providing feedback when necessary
- Responsible for answering all phone calls as well as addressing customer service concerns both over the phone and in person
- Received carryout orders and took payments over the phone as well as assisted in carryout order preparations
- Managed all aspects for catering events, including making necessary calls, and managing the making and preparation of the donuts

CAMPUS INVOLVEMENT

Alabama Women's Club Lacrosse, (Fall 2020 - Present)

Tuscaloosa, AL

- Played on a club team with a diverse set of team members creating a collaborative environment
- Helped maintain an inclusive environment with over 30 other athletes to promote positive sportsmanship
- Maintained a full course load while committing to 10 hours of athletic training as a team, and an additional 10 hours of individual training
- Served as a friend and mentor to the girls on the team, listening to their opinions, providing support and helping with skill improvement

LEADERSHIP EXPERIENCE

Church of the Highlands, Highland Havens (children with disabilities) (Fall 2022 - Present)

Tuscaloosa, AL

- Work with atypical kids age two through twelve, during Sunday services
- Help these kids learn and grow at their own pace, individualizing their learning to accommodate their own pace
- Work with the kids on their specific needs with goal of encouraging and making them feel comfortable and loved
- Help the kids interact with typical kids with goal of these kids feeling welcomed and included, while picking up new skills from peers

Diamond Leader, January 2021 - December 2021

Delta Zeta, The University of Alabama, Tuscaloosa, AL

- Served as a leader for all new members in the Alpha Gamma chapter for four months
- Taught them responsibilities and helped them complete assignments in order to become a member
- Learned how to step into a mentoring role when the new members needed me outside of the chapter

SKILLS

Excel, Adobe Photoshop, Creativity, DEI, Empathy, Communication & Active Listening