

Kathryn A. Kurtz

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EDUCATION

Candidate for **Bachelor of Science in Commerce and Business Administration**,
The University of Alabama

Graduation Date: May 2022

Major: Marketing

GPA: 3.452

Minor: Real Estate

EXPERIENCE

3 Summers

May 2019 –

August 2019,

May 2020 –

August 2020,

May 2021 –

August 2021

Marketing Intern, Mayhill Moon, Chicago, Illinois

My Contribution:

- Met weekly to go over individual work and strategize for new campaigns, as well as plan events
- Organized a plan for Social Media content for Mayhill Moon as a company
- Worked directly with clients to develop new Social Media strategies and content
- Created engaging PowerPoint and oral presentations for potential clients
- Researched and designed “guidebook” style content for business owners and general individuals
- Organized and designed an email marketing drip campaign to correspond with social media posts for an upcoming event
- Formed a relationship with local businesses to create custom merchandise, partnerships, and event attendees

4 years

May 2016 –

August 2019

Head Lifeguard, Kankakee Country Club, Kankakee, Illinois

My Contribution:

- Provided leadership for lifeguard employees by performing opening and closing duties, being a keyholder, and setting goals and expectations throughout the season
- Ensured a safe and clean environment for club members
- Instructed swim lessons for children
- Managed member relations and served as a mediator between members and club officers

3 Summers

May 2017 –

August 2017,

March 2020 –

August 2020,

April 2021 –

August 2021

Seasonal Employee, Benoit Aerial Spraying, Inc., Kankakee, Illinois

My Contribution:

- Developed multitasking skills to tackle a variety of tasks; including groundskeeping, secretarial duties, computer data entering, and airplane pit crew style jobs
- Ensured jobs were completed thoroughly and accurately
- Provided secretary and data entering experience in the office to ensure customer satisfaction on all fronts
- Promised punctuality and diligence with all assigned tasks and requirements
- Trained new employees to be safe and precise when completing tasks at hand.
- Designed new uniforms for employees to wear, as well as communicated with local businesses to get the best financial deal and keep the employees comfortable

HONORS

- SEC All Conference Academic Team 2018, 2019, 2020
- BIG 12 All Conference Academic Team 2018, 2019, 2020
- Collegiate Scholar Scholarship Recipient 2018, 2019, 2020, 2021
- University of Alabama Dean's List Fall 2018, Spring 2020, Spring 2021
- National Society of Service and Leadership Inducted Fall 2018 - Spring 2019
- Alpha Lambda Delta Honors Society Inducted Fall 2018

ACTIVITIES & LEADERSHIP

- Member of Women's Varsity Rowing team Created group during the off-season to share workouts, encouragement, and promote team bonding
- Alpha Omicron Pi Fraternity Member of Professional Development Committee, member of Executive Recruitment Committee, elected Head of Open House round for Fall Primary Recruitment 2021

RELEVANT COURSES

- Microcomputer Applications & Spreadsheet Applications Spring 2019 & Fall 2020, Earned 'A'
- Business Communications Spring 2020, Earned 'A-'
- Organizational Theory and Behavior (Management) Spring 2020, Earned 'A'
- Consumer Behavior Fall 2020, Earned 'B+'
- Managing Innovation (Marketing Creatively) Fall 2020, Earned 'A'
- Principles of Real Estate Spring 2021, Earned 'B'
- Entrepreneurship Spring 2021, Earned 'A'
- Principles of Social Media Spring 2021, Earned 'A-'
- Supply Chain Management Spring 2021, Earned 'A-'
- Marketing Research Spring 2021, Earned 'A+'