

KATHRYN ROSE HAGANS

(618) 616-5375 | ktrhagans@gmail.com | linkedin.com/in/haganskathryn/

EDUCATION

Illinois State University, Normal, IL

May 2021

Bachelor of Science in Marketing

Sequences: **Integrated Marketing Communications and Advanced Marketing Analytics**

Minor: **Psychology**

Cumulative GPA: 3.2/4.0

INTERNSHIP EXPERIENCE

Event Management, Dining, and Hospitality Department at Illinois State University, Normal, IL

August 2019-Present

Marketing Intern

- Administer advertisements for events and organizations through digital screens using Four Winds Content Manager
- Organize the department's novelty items by recording accurate data and information into an Excel spreadsheet weekly
- Collaborate with the Social Media Intern to promote Fear the Bird and giveaways and create content for social media sites

WORK HISTORY

Career Center at Illinois State University, Normal, IL

August 2019-Present

Career Ambassador

- Advise students on resumes, cover letters, interviewing, LinkedIn, and other career-related topics
- Aid faculty, staff, and employers during internship or career fairs and other various programs hosted by the Career Center
- Give presentations on interviewing, resumes/cover letters, and LinkedIn to student organizations and classrooms

Business Analytics Project Team Member

- Complete projects under the direction of the Career Center Business Analyst such as updating the Symplicity App presentation and utilizing Microsoft Excel to organize data from fairs and programs

Cavataio's Restaurant, Staunton, IL

January 2015-Present

Waitress (Seasonal)

- Provide customer service in a courteous and welcoming manner while maintaining organization in a fast pace environment
- Resolve conflicts effectively by being polite and patient in stressful situations and following orders given by the manager
- Assist with takeout order pick-ups, answering the phones, small kitchen duties, and washing dishes as needed

Express, Fairview Heights, IL

May 2018-January 2019

Sales Associate (Seasonal)

- Sustained a positive shopping experience for all customers while promoting merchandise, store credit cards, and sale items
- Utilized software to generate sales, assist customers with online orders/returns, and keep updated on available items in stock

ORGANIZATIONS & ACTIVITIES

Professional Business Fraternity - Alpha Kappa Psi, Normal, IL

September 2018-Present

Executive Board / Chapter Secretary / New Prospective Member

- Maximize attendance and participation by transforming the attendance policy and incorporating a new point system
- Strengthen overall communication by restructuring the implementation of a new online platform, Band – The App for Groups
- Plan and secure reservations for various events and meetings for at least 80 attendees by utilizing resources across campus
- Collaborated with a team of 14 members to plan, create, and execute a non-profit business, Alpha Apparels, for two months

Innovative Consulting Community, Normal, IL

September 2017-April 2018

E-Commerce Project Team Member

- Partnered with two MBA graduate students and a Marketing Professor on an E-Commerce project for HW Holdings
- Analyzed data and compiled research to help form a marketing strategy to present to the client and at a Research Symposium

Analyzed data and compiled research to help come up with a marketing strategy and brand name for the business

College Mentors for Kids, Normal, IL

September 2017-May 2018

Mentor / Transportation Officer

- Authorized and motivated 50 elementary school children during a variety of learning activities
- Interacted with 30 college students to provide a positive, safe, and fun environment
- Monitored 20 elementary school children to ensure each child got home safely by walking each one to their front door
- Maintained an enjoyable and organized bus trip to elementary school children by being fully present and prepared each week

VOLUNTEER EXPERIENCE

- St. Michael's Catholic Church
- Home Sweet Home Ministries
- Midwest Food Bank
- Red Cross Blood Drive

