

# Kelsey T. Newton

WILLIAMSVILLE, NY 14221 | 716-247-2020 | KTN5040@PSU.EDU

## OBJECTIVE

I am driven by hard work and I thrive on challenge. I am seeking a position to gain experience in a professional environment. Areas of interest include: **advertising, social media**, business development, logistics, operations management, and marketing research.

## EDUCATION

### BACHELOR OF SCIENCE | DECEMBER 2014 | THE PENNSYLVANIA STATE UNIVERSITY

- **Major:** Business Marketing
- **Minor:** Operations and Supply Chain Management
- **Certification:** Social Media
- **Cumulative GPA:** 3.30 / 4.00

## LEADERSHIP/CLUBS/ORGANIZATIONS

- *Penn State Behrend Marketing Club- Treasurer/Secretary* **Spring 2011-Present**
  - Keep record of all discussions that take place at meetings
- *National Society of Leadership and Success* **Fall 2012-Present**
- *Gamma Sigma Sigma, National Service Sorority- Public Relations Coordinator* **Spring 2013-Present**
  - Create and design all advertisements for recruitment and service events
  - Utilize digital media boards by displaying sorority related information
- *Penn State Behrend Comedy Series: Seth Meyers – Production Team* **Spring 2013**
  - Assisted with the production and set-up of the show

## SKILLS

*Technical:* Bloomberg Terminal, Adobe Photoshop CS5, Microsoft Office, Dreamweaver, Google Blogger, IBM SPSS Statistics 21

*Personal:* Strong team management skills, creative problem solver, self-starter, action oriented

## WORK EXPERIENCE

### RESIDENT ASSISTANT | PENN STATE BEHREND | AUGUST 2013-PRESENT

- Assist with the development of first year students by focusing on four essential areas of growth: Respect for Self, Respect for Community, Responsibility for Self, and Responsibility for Community.
- Plan community building events each month and encourage student participation

### TUTOR | WILSON MIDDLE SCHOOL | AUGUST 2012-DECEMBER 2012

- Facilitated the educational growth of sixth grade students by challenging them in the areas of Math and Science

### AEROPOSTALE | SALES ASSOCIATE | AUGUST 2009-APRIL 2011

- Utilized my creativity by dressing mannequins and working on floor displays. Handled money and delivered superb customer service skills

## ACADEMIC EXPERIENCE/PROJECTS

- **Marketing Research-**
  - “Cultural Changes in the US and its Impact On Consumption and Marketing”
  - Analyzed trends and changes in the US that are affecting the way companies “brand” and market themselves
  - Compiled research about recent changes in consumer base, lifestyle, and consumers need for convenience
- **Website Design and Administration**
  - Designed my own logo
  - Created web pages for my professional electronic/online portfolio
  - Currently working as a member of a development team to create an organizational website for PA Wounded Warriors Inc.
- **Multimedia Production**
  - Gained extensive knowledge of Photoshop and Dreamweaver while creating a webpage and music video.

## COMMUNITY SERVICE/VOLUNTEER EXPERIENCE

- *THON Canning* **Fall 2012-Present**
  - As a member of Gamma Sigma Sigma, I spend multiple days throughout the year raising money for pediatric cancer.
- *Alex’s Lemonade Stand* **Fall 2013**
  - Promoted this event with my public relations committee in Gamma Sigma Sigma.
- *Relay For Life* **Spring 2013**
  - Conducted a fundraiser to raise money for this organization and participated in the walk.