

# Rebecca Karnofsky

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## EDUCATION

**The Pennsylvania State University, University Park, PA** *August 2004 – May 2008*  
Bachelor of Arts in Advertising  
Minor in Business

**Santa Reperata School of Art, Florence, Italy** *January 2007 – May 2007*  
Studied: Italian Language, Literature, Art, and Cinema

## ADVERTISING EXPERIENCE

**Young and Rubicam, New York, NY** *June 2007 – August 2007*  
Colgate-Palmolive Global  
*Account Management Intern*

- Helped organize IMC presentation that reviews annual consumer products and competitive work globally, cross category (Oral, Home, Personal Care): prepared presentation, organized spots, formatted and edited translations
- Internship project: developed IMC campaign for Campbell's New Chunky Fully Loaded Soup
- Prepared meetings including Asia Agency Day, client campaigns, competitive presentations and internal meetings
- Took part in focus groups for Men's Speed Stick and the New York Post's Page Six
- Lean Six Sigma Yellow Belt Certified; trained to evaluate a company, identify areas where operating costs can be reduced, processes simplified and productivity improved

**Nickelodeon, New York, NY** *June 2006 – August 2006*  
Nickelodeon Creative Advertising  
*On-Air / Print / Production Intern*

- Brainstormed the winning idea for Barbie sweepstakes prize in the 12 Dancing Princesses DVD promotion
- Created two custom pitch TV concepts for the Pedigree's 'Dogs Rule' Adoption Campaign
- Assisted in writing and proofreading several Nickelodeon SpongeBob SquarePants, Go Diego Go and Avatar TV spots
- Attended and assisted on several print and television shoots; also included interviewing potential talent

## PROFESSIONAL ORGANIZATIONS

**American Advertising Federation (AAF), University Park, PA** *2006 – Present*

- NSAC Team Member for AOL's 2008 campaign pitch
- Prepared a competitive and S.W.O.T. analysis with the Account Team for Coca Cola's 2007 Competition
- Developed a campaign for the U.S. Postal Vault's Spring 2006 Competition with the Creative Team

**Advertising Club, University Park, PA** *2005 – Present*

- Special Events Committee Member

**The Penn State Dance Marathon (THON), University Park, PA** *2005 – Present*

- Participant in numerous fundraising events for the largest student run philanthropy in the country

## WORKING EXPERIENCE

**French Connection United Kingdom, Garden City, NY** *June 2005 – August 2005*  
*Sales Promoter / Brand Representative*

- Awarded Employee of the Month for exceeding sales goals

**Abercrombie and Fitch, Huntington, NY** *June 2003 – August 2005*  
*Company Greeter / Sales Promoter / Brand Representative*

- Chosen as company branch representative to meet with CEO during annual store visit

## ACTIVITIES

**Kappa Alpha Theta, University Park, PA** *2005 - Present*  
*Vice President of Education / Member of Risk Management Team*

- Responsible for the preparation and education of all new members including the history of the organization and all educational programs for the University Chapter in Time Management, Study Tips, Health and Fitness, Safety, and Alcohol Abuse