

Kara Sullivan

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OBJECTIVE: Seeking a position in marketing or public relations.

EDUCATION: **University of Minnesota** Minneapolis, MN
School of Journalism
Major: Strategic Communications and Public Relations
GPA: 3.5
Completion: May 2009

Catholic Memorial High School Waukesha, WI
Graduated: June 2005
Cumulative GPA: 3.6

RELEVANT EDUCATION AND EXPERIENCE

Studied abroad in Venezuela (VENUSA)

- Earned credits by taking Spanish classes in a foreign country
- Learned to speak Spanish as well as teach Venezuelan students English
- Explored a new culture

Member of the Public Relations Student Society of America (PRSSA)

- Work with the event planning committee
- Plan and promote events, contact speakers, tour locations and handle logistics for events
- Learning about the PR industry and building strong relationships with PR professionals

Volunteered through Gopher Sports Event Management at several sporting events

- Made sure events ran smooth and on schedule
- Used marketing and communication skills to sell promotional products during games

Volunteered with the Milwaukee Bucks Public Relations Department to run an event for the families of the soldiers serving in Iraq.

- Assisted in the development of promotional materials
- Helped to plan halftime activities for the families
- Coordinated a “banner signing” for the troops

EMPLOYMENT HISTORY

Intern at JD Style Group

Minneapolis, MN 2009-Present

- Assist with event coordination
- Attend events and make sure everything is organized and on time
- Responsible for setting up and taking down before and after event

Intern at Brosseau Public Relations

Minneapolis, MN 2009-Present

- Research clients and developed relationships with them
- Responsible for finding and contacting various media outlets to promote clients
- Brainstorm various ways to get the client publicity within in the media
- Develop Media Alerts, Press Releases, and Fact Sheets to send out to various media outlets

Assistant to Marketing and Event Coordinator at Visage Nightclub

Minneapolis, MN 2008-2009

- Contacted potential clients and invited them to participate in upcoming events
- Created press releases as well as promotional ideas for events at the nightclub
- Researched relevant clientele for specific events that were being planned
- Attended at made sure events ran smoothly and timely

Gymnastics Coach

St. Paul, MN 2007-Present

- Prepared lesson plans for every class
- Responsible for teaching children new skills in an exciting way
- Possessed patience while conducting class

Server

Houlihans, Brookfield WI 2007-2009

- Responsible for taking orders and delivering them accurately
- Ensured customer satisfaction
- Behaved in a friendly and professional manner

AXE Promotional Assistant

GMR Marketing, New Berlin WI 2007

- In charge of promoting AXE products
- Behaved in an outgoing, professional manner
- Handed out promotional materials and explained product

Camp Counselor

Motion Fitness and Racquet Club, New Berlin WI 2006

- Organized field trips and activities for the children to participate in
- Ensured activities were on schedule and ran smoothly
- Responsible for supervising the children

ACTIVITIES

- Captain of High School Track and Field Team
- State qualifier all four years
- University of Minnesota women's Track and Field Team
- 20+ hours a week of training, practice, and competition
- Big 10 Champions in 2006