

# KATHERINE ODELL

7916 Aberdeen, Prairie Village KS, 66208  
(913) 954-7324 | Katherineodell@ksu.edu

## EDUCATION

---

### Kansas State University

Candidate for Bachelor of Science in Marketing  
Certificate: Strategic Selling

- GPA: 3.6 / 4.0
- Honors: Dean's List (Fall 2018, Spring 2020)

**Manhattan, KS**  
Expected May 2022

## WORK EXPERIENCE

---

### Go Local Interactive

*Digital Marketing and Sales Intern*

- Supported the New Business and Strategy Departments with sales, organic growth, and client retention.
- Created marketing proposals for SEO, strategy, and content goals.
- Researched consumer opinions and marketing strategies and proposed adjustments to current strategies accordingly.
- Consistently shadow and assist the members of the New Business team with tasks during the sales process.
- Develop materials based on research and analyses found on prospective client opportunities.
- Collaborated with the New Business Team to provide strategic solutions and presentations for prospective clients.
- Researched and stayed up to date on industry trends and competition.

**Overland Park, KS**  
January 2021 – August 2021

### Kansas State Union

*Student Identification Center*

- Manages and runs the ID Center for students and staff on Kansas State campus.
- Conducts monthly inventory, manages the cash register, and requests more inventory.
- Assists students and staff with any concerns regarding a University ID.

**Manhattan, KS**  
January 2021 – Present

### Hype & Vice

*Campus Captain*

- Shared my opinions and insights about what is trending on KSU's Campus.
- Used social media platforms to market Hype & Vice to on/off campus organizations.
- Liaised with multiple stakeholders including local companies to organize and successfully host a pop-up shop.

**Manhattan, KS**  
August 2020 – January 2021

### Kodo Kids & Ie Discoveries

*Marketing Intern*

- Helped design and update Kodo's Website and logo.
- Helped run the social media platforms by taking pictures for content.
- Created marketing content schedules for when content should be posted every day of the week and at what time.

**Manhattan, KS**  
December 2018 – May 2019

## LEADERSHIP AND VOLUNTEER EXPERIENCE

---

### Pi Beta Phi Sorority

*Leadership Nominating Committee*

- Collaborated with a group of five women to interview prospects for the new Exec team.
- Interacted with under and upper classmen to impose a successful Exec team for Pi Beta Phi.
- Discussed future goals with a group of women that the Exec team can impose.

**Manhattan, KS**  
May 2021 – Present

### Alpha Kappa Psi Professional Business Fraternity

*Rush Chair*

- Collaborated with other members to plan rush related events.
- Set up a table session and ice cream social to recruit future Alpha Kappa Psi members.

**Manhattan, KS**  
November 2020 – April 2021

### Love Your Melon

*Campus Representative*

- Worked with a group of women on Kansas State campus to raise awareness for children battling cancer.
- Had the opportunity to go into hospitals and interact with children and deliver beanies to them.
- Hosted events for Kansas State students, where they could purchase beanies and donate to Love Your Melon.

**Manhattan, KS**  
August 2018 – May 2020

## SKILLS, ACTIVITIES & INTERESTS

---

**Technical Skills:** Microsoft Office (Advanced), Microsoft PowerPoint (Advanced), Excel, Salesforce, Trailhead, Photoshop, InDesign, Microsoft Bridge

**Activities:** Marketing Club, Pi Beta Phi Sorority

**Interests:** Adventure Traveling, Working Out, Reading, Photography

