

SAMPLE CURRICULUM VITAE

Natalie L. Knight

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EDUCATION

St. Norbert College, De Pere, WI

Bachelor of Arts Degree in Communication, May 2011

Minor: Business Administration

Concentration: Marketing

GPA (overall): 3.6/4.0, GPA (major): 3.85/4.0

Relevant Coursework: Business and Professional Speaking, Intercultural Communication, Organizational Communication, Foundations of Management, Marketing Research

HONORS AND AWARDS

- Dean's List
- Midtown Lions Club Scholarship for academics
- St. Norbert College Trustees Scholarship for academics
- St. Norbert Presidential Scholarship for academics
- Outstanding Senior in Communication Award

INTERNATIONAL EXPERIENCE

Museo de Santa Cruz, Toledo, Spain, January 2008 – April 2008

Study Abroad program

- Enhanced understanding of Spanish history and lifestyle by living with host family and participating in a Spanish speaking group every week
- Adapted quickly to Spanish culture and academic system by attending classes at the university daily
- Developed global perspective from interviewing Spanish natives

Museo de Santa Cruz, Toledo, Spain, Spring 2008

Art Intern

- Maintained, catalogued, and restored pieces within museum
- Administered the lending of pieces to exhibitions
- Led a variety of tour groups throughout the museum, developing strong leadership and communication skills

MARKETING EXPERIENCE

United Way of Brown County, Green Bay, WI, September 2010 – Present

Communications/Campaign Intern

- Assist in all communications functions and some campaign functions, including contacting potential donors in order to raise money for the campaign
- Create printed materials, including news releases, newsletters, and correspondence letters
- Facilitate production and printing of various brochures and invitations

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Sargento Cheese, Plymouth, WI, June 2009 – August 2010

Special Markets Department Intern

- Evaluated and updated monthly sales reports, financial reports and graphs
- Wrote monthly newsletter articles highlighting current marketing trends
- Created five sales presentations, which were presented to the Board of Directors
- Conducted daily research on product histories

ADDITIONAL WORK EXPERIENCE

St. Norbert College Women's Center, De Pere, WI, September 2009 – May 2010

Desk Staff Member

- Assisted hall directors and resident assistants in coordinating 10 hall activities per year
- Addressed residents' concerns and questions about campus activities and resources

Elder Beerman, Midtown, WI, Summers and Holidays 2008 – 2009

Sales Associate

- Interacted extensively with the public and assisted customers by quickly and efficiently handling problems with product defects and inquiries regarding return and exchange policies
- Enhanced customer service skills by working extensively with customers over the phone and in person

The Abbey, De Pere, WI, October 2007 – August 2009

Manager/Server

- Received promotion to manager as reward for hard work and initiative after one year of employment
- Created and managed schedule for 25 employees
- Provided excellent customer service by multi-tasking

PRESENTATIONS

Knight, Natalie (2009). "Writing in the Public Relations World: How to be Successful."

Presented at St. Norbert College.

Knight, Natalie (2008). "Effective Corporate Marketing Through the Use of Creative Social Media." Presented at Psychological Convention at St. Norbert College.

Knight, Natalie (2008). "The Management of Quantitative Data Within SPSS." Presented at University of Wisconsin.

PUBLICATIONS

Knight, Natalie (2010). Importance of Marketing a Brand. *Journal of Communications and Marketing*, 48-52.

Knight, Natalie (2010). Conceptualizing the Value of Marketing and its Consumers. *Journal of Public Relations and Marketing*, 88-90.

Knight, Natalie (2009). The Power of Public Speaking: How to Persuade an Audience in the Field of Marketing. *Journal of Communications and Marketing*, 130-136.

SKILLS

- Fluency in Spanish
- C++, PHP, SPSS, Adobe Presenter, Photoshop, web design

RESEARCH PROJECTS

Research Methods in Marketing, St. Norbert College, De Pere, WI, Fall 2010

- Conducted research on psychological & sociological aspects of consumer behavior
- Interviewed over 100 consumers on buying habits and how marketing affects habits
- Presented research through a Power Point presentation at a national marketing conference in Madison, WI

Foundations of Management, St. Norbert College, De Pere, WI, Spring 2009

- Analyzed and made decisions about the relevant allocation of resources necessary for the successful management of a simulated business
- Met regularly with teammates outside of class to discuss strategies and plans for future decision making
- Presented a simulated “Stockholder’s Meeting” to report on past performance and future goals

ATHLETICS

Cross Country and Track, St. Norbert College, De Pere, WI

Division III Varsity Athlete, (Academic years 2007 – Present)

- Develop leadership skills by acting as team captain
- Achieve team cohesiveness by organizing athletic awards events

Tennis Team, St. Norbert College, De Pere, WI

Division III Varsity Athlete, (Academic years 2007 – Present)

- Use effective teamwork and communication skills while playing doubles matches
- Attended state championship in October 2008

LEADERSHIP AND ACTIVITIES

Independent Social Group, St. Norbert College, De Pere, WI

Service Chair, (Academic years 2008 – Present)

- Encourage organization members to participate in service-oriented programs

Student Government Association, St. Norbert College, De Pere, WI

Secretary, (Academic years 2008 – 2009)

- Accurately recorded minutes for monthly executive board meetings
- Managed internal and external correspondence

Student Government Association, St. Norbert College, De Pere, WI

Treasurer, (Academic years 2007 – 2008)

- Managed all member dues and financial obligations utilizing Microsoft Excel
- Organized fundraisers at the Resch Center and Lambeau Field twice per semester

VOLUNTEER EXPERIENCE

Shack-a-Thon (Falls 2009 – 2010)

St. Norbert College Volunteer

- Organized college Shack-a-Thon event to raise awareness of homelessness around campus and within the community
- Created advertisement for event through newspaper and email throughout the campus and community

American Red Cross (Fall 2009)

St. Norbert College Blood Drive Volunteer

- Collaborated with campus Health Center to publicize event
- Developed flyers to post around campus, utilizing strong creativity skills

Relay For Life (Spring 2009)

St. Norbert College Volunteer

- Organized group of 20 students to support the American Cancer Society
- Fundraised over \$3,000 as a group for the fight against cancer

PROFESSIONAL AFFILIATIONS

Society for Human Resource Management (SHRM), September 2008 – Present

President

- Lead weekly meetings by developing an agenda and goals for the group
- Attend periodical events sponsored by SHRM, including networking activities within the Green Bay area
- Improved professional competency through annual Suited for Success workshop

Current Young Professionals Network, November 2007 – Present

Student Member

- Met with local professionals in the Green Bay area, expanding network and exchanging ideas about current business trends
- Hosted etiquette dinner at St. Norbert College by contacting alumni to speak at the event

American Management Association (AMA), April 2008 – October 2009

Student Member

- Stayed updated on current business trends by subscribing to the monthly AMA journal
- Attended bi-monthly training sessions provided by AMA that focused on managerial skills

COMMITTEES

Board of Trustees, April 2009 – December 2010

Student Member

- Managed yearly budget with Microsoft Excel
- Helped plan retreat utilizing exceptional organizational skills