

Natalie L. Knight

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OBJECTIVE

To obtain a position in the field of marketing or public relations. Particularly want to utilize skills in communication, marketing and interpersonal interaction.

EDUCATION

ST. NORBERT COLLEGE, De Pere, WI

Bachelor of Arts Degree in Communication, Media and Theater (Communication Emphasis) May 2006

Minor: Business Administration Concentration: Marketing

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

HONORS AND AWARDS

Dean's List

Midtown Lions Club Scholarship

St. Norbert College Trustees Scholarship

Outstanding Senior in Communication Award

MARKETING AND COMMUNICATIONS EXPERIENCE

United Way of Brown County, Green Bay, WI

September 2005 – May 2006

Communications/Campaign Intern

- Assisted in all communications functions and some campaign functions.
- Created printed materials, including news releases, newsletters, correspondence, and campaign materials.
- Facilitated production and printing of various brochures and invitations.

Sargento Cheese, Plymouth, WI

June 2005 – August 2005

Special Markets Department Intern

- Evaluated and updated monthly sales reports, financial reports and graphs.
- Wrote monthly newsletter articles.
- Created five sales presentations, which were presented to the Board of Directors.
- Assisted Marketing Director with numerous interdepartmental projects.
- Conducted daily research on product histories.

PUBLIC RELATIONS EXPERIENCE

St. Norbert College Women's Center, De Pere, WI

September 2004 – May 2006

Desk Staff Member

- Assisted hall directors and resident assistants in coordinating hall activities.
- Addressed residents' concerns and questions about activities and resources.

Elder Beerman, Midtown, WI

Summers and Holidays 2003 – 2005

Sales Associate

- Interacted extensively with the public and assisted customers.

LEADERSHIP AND ACTIVITIES

Cross Country and Track (2004 – 2006; Division III Varsity Athlete)

Independent Women's Service/Social Organization (2003 – 2006)

- Service Chair: encouraged organization members to participate in service-oriented programs

Student Government Association (2003 – 2005)

- Secretary: took minutes for monthly and executive board meetings. Handled correspondence.

American Red Cross (2003 – 2005)

- St. Norbert College Blood Drive Volunteer: worked with campus Health Center to publicize event.

SPECIAL SKILLS

Proficient with Microsoft Office, Photoshop, Internet applications and web design. Possess strong written and verbal communication skills. Comfortable in both individualized and team settings.