

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

May 2012

Minor: Business Administration

Concentration: Marketing

Major GPA: 3.85/4.0

Overall GPA: 3.6/4.0

HONORS AND AWARDS

Dean's List

Midtown Lions Club Scholarship for Academics

St. Norbert College Trustees Scholarship for Academics

Outstanding Senior in Communication Award

MARKETING AND COMMUNICATIONS EXPERIENCE

United Way of Brown County, Green Bay, WI

September 2011 – May 2012

Communications/Campaign Intern

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

Sargento Cheese, Plymouth, WI

June 2011 – August 2011

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
- Aided 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 2010 – May 2012

Desk Staff Member

- Supported 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 2009 – 2011

Sales Associate

- Interacted extensively with the public and assisted customers

LEADERSHIP INVOLVEMENT

Captain, Cross Country and Track, St. Norbert College

2010 – 2012

- Fostered teamwork and assisted athletes to achieve personal goals

Service Chair, Independent Women's Social Organization, St. Norbert College

2009 – 2012

- Encouraged members to participate in service-oriented programs

Secretary, Student Government Association, St. Norbert College

2009 – 2011

- Took minutes for monthly and executive board meetings; handled correspondence

Blood Drive Volunteer, American Red Cross, St. Norbert College

2009 – 2011

- Worked with campus Health Center to publicize event