

Katherine O'Connor

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Education:

University of Denver, Daniels College of Business, Denver, CO

Expected Graduation: June 2022

Bachelor of Science in Business Administration - Marketing

Dean's List Award

- GPA: 3.88

Elgin Community College, Elgin, IL

August 2017 – May 2018

Associates of Arts – Dual Enrollment Program

- GPA: 4.00

Professional Experience:

Action Spine & Sports Medicine, Denver, CO

June 2020 – January 2021

Marketing Consultant

- Created social media images and written content to match the style designed for the company.
- Built a PowerPoint deck for the lobby featuring highlights about the company, the owner, and innovative techniques used for physical rehabilitation.
- Posted company content aligned with the promotion of current events and the Action Spine & Sports Medicine blogs.

Atreo, Denver, CO

April 2020 – January 2021

Marketing and Communications Intern

- Developed content for the company website and LinkedIn pages based on information collected from individuals throughout the company.
- Communicated and worked with the C-Suite to prepare brochures, presentations, and boards for a virtual conference.
- Researched marketing strategies to apply to Atreo and created mass emails within the company, clients, and potential clientele.

Additional Experience:

5 Green Boxes, Denver, CO

May 2021 – Present

Saleswoman

- Connect and communicate with customers in-store and over the phone while assisting with shopping and purchasing decisions.
- Price, tag, and take inventory on items as well as restock after purchases are made and preparing inventory for other store locations.

Artistic Face Painting, Chicagoland Area, IL

August 2015 – Present

Seasonal Face Painter

- Manage an average of 30 children at a time and ensure all personnel are in a friendly, safe environment.
- Balance checks from \$200 to \$1,400 and track financial exchanges between the company and clients. Recruit and train 4 new artists during events and in outside sessions.

DU Rotaract Club, University of Denver

April 2019 – April 2020

Personal Relations Chair

- Designed and built a website, Instagram, and Facebook for the club.
- Organized meetings and established local volunteer opportunities with Florence Crittenton School, throughout campus, and with Project Cure for our 20 members.

Skills:

Technical: Certified in Microsoft Word (77-725: MOS: Microsoft Office Word 2016),
Certified in Microsoft PowerPoint (77-729: MOS: Microsoft Office PowerPoint 2016),
Certified in Microsoft Excel (77-727: MOS: Microsoft Office Excel 2016),
Introduction to Salesforce Trained, and
Structured Problem-Solving (The DMAIC Process)

Core:	Communication	Organization	Attention to Detail
	Teamwork	Creativity	Adaptability