

# KATHRYN M. ANDERSON

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15 SHARI COURT, HICKSVILLE, NY 11801

## EDUCATION

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**SIENA COLLEGE**, Loudonville, NY

*Bachelor of Science in Marketing; Expected: May 2019*

GPA: 3.38/4.0

**UNIVERSITY COLLEGE CORK**, Cork, Ireland

*Study Abroad Semester, Fall 2017*

## RELEVANT INTERNSHIP EXPERIENCE

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### CORPORATE PUBLIC RELATIONS INTERN

*June 2017 – August 2018 (Seasonal)*

*Northwell Health, New Hyde Park, NY*

- Assisted with multiple press conferences and events by writing and distributing news releases
- Curated opportunity reports and vetted media outlets, reporters, and events for the Chief Public Relations Officer
- Audited patient testimonials to support the website migration of 19,000+ pages for website redesign
- Coordinated and supervised media filmings at Northwell hospitals
- Contributed to contact migration from spreadsheets to Cision database to increase internal productivity

### MARKETING INTERN

*January 2018 – May 2018*

*Siena College Research Institute, Loudonville, NY*

- Rebranded the health and wellbeing research tri-folds, slideshows, informational flyers, and more to increase brand and expertise awareness to potential clients
- Assisted with marketing outreach, customer relationship management, and project management by improving technical efficiencies and handling client concerns
- Created reports based on industry-specific research for client evaluations

## WORK/LEADERSHIP EXPERIENCE

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### PEER ADVISOR

*September 2018 – Present*

*Academic Advising, Siena College, Loudonville, NY*

- Assist students in creating their academic schedules and develop efficient time-management practices
- Present information to groups of current students regarding class registration
- Provide incoming freshmen with academic and emotional support to ease the college transition

### PRESIDENT

*May 2017 – Present*

*Her Campus, Siena College, Loudonville, NY*

- Produce, assign, create, and edit six to ten pieces of engaging editorial content weekly
- Manage a team of 45+ writers and editors while also actively recruiting new members
- Publicize the overall brand through collaborative efforts with on-campus and external community partners
- Held previous leadership role as Publicity Director to manage promotional efforts and social media accounts

### TREASURER & MEMBER

*January 2018 – Present*

*Siena College Marketing Association, Loudonville, NY*

- Oversee financials for the association and analyze various marketing strategies and effective applications

### COMMUNICATIONS DIRECTOR

*January 2018 – December 2018*

*Siena College Student Senate, Loudonville, NY*

- Acted as a liaison to the student body and administration to constantly work on bettering campus life
- Managed all published materials and social media platforms on behalf of the Student Senate
- Headed task force with the purpose of creating a strong and prominent brand for Student Senate

### CO-CHAIR

*January 2018 – May 2018*

*Committee for Service and Support, Siena College, Loudonville, NY*

- Created marketing materials for campus-wide fundraiser for the Alex's Lemonade Stand Foundation
- Hosted a fundraiser for the Foundation, and raised over \$2,100 for pediatric cancer research
- Coordinated schedules and managed a team of over 80 student volunteers for event management