Katelyn M. Housler

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EDUCATION

Farmville, VA August 2018 – May 2021	**Longwood University** *Bachelor of Science in Business Administration*, *Concentration: Marketing,* *Minor: Supply Chain Management* • Cumulative GPA: 4.00 • Honors: President's List (4 semesters), Cormier Honors College, Rob Havey Leadership Scholarship Recipient

EXPERIENCE

Farmville, VA August 2019 – Present	**Longwood University Campus Recreation** *Marketing Supervisor* • Created marketing campaigns on social media (Instagram, Facebook, & Twitter) and interactively on campus • Produced over 100 marketing materials in the form of pictures, videos, brochures, flyers, and pamphlets • Directed an assistant and continuously provided with assignments
Alpharetta, GA May 2019 – September 2019	**Siemens** *Administrative Functional Support Intern* • Oversaw and coordinated with sales managers to implement a Sales User Feedback program leading up to the release of a new CRM program (Salesforce) • Wrote a 1,500 page Salesforce user guide to be used by Siemens sales personnel in the United States region • Developed training materials to be used in rollout of the new CRM program
Cumming, GA June 2018 – August 2018	**Panera Bread** *Cashier* • Provided excellent customer service to over 200 customers each day • Trained two employees in customer service and efficiency
Alpharetta, GA May 2017 – July 2017	**Siemens** *Administrative Functional Support Intern* • Represented the United States region in choosing a new global CRM tool by analyzing Salesforce and Oracle Sales Cloud • Restructured the Digital Industries Sales Certification program • Developed a user guide for the Siemens POS system
Cumming, GA August 2016 – May 2018	**The Birdcage School Store** *Store Manager* • Managed 15 different employees each year by creating schedules every week and ensuring that duties were fully completed before closing the store • Oversaw the store's finances and designed marketing campaigns to increase profits and customer traffic • Scheduled and budgeted for the reordering of inventory each week
Alpharetta, GA February 2015 – April 2018	**Newtown Recreation** *Lacrosse Official* • Facilitated the safe and fair game-play of elementary, middle school, and high school aged girls • Interacted with coaches and parents by respectfully explaining the rules of the game and the judgement used in making calls

LEADERSHIP & COMMUNITY SERVICE ACTIVITIES

Farmville, VA April 2019 – Present	**Delta Sigma Pi Professional Business Fraternity, Longwood University** *Vice President of Finance* • Reconfigured the finances of the fraternity and created a system for the transfer of duties to ensure proper procedures would be followed in the future • Managed a $5,000 budget for the chapter and eight different committees
Farmville, VA November 2019 – Present	**College of Business Dean's Student Advisory Board, Longwood University** *Member* • Provided continuous advice on student and academic issues and college operations to the Dean in order to initiate change and make a different in the Business school
Farmville, VA January 2019 – Present	**Alpha Lambda Delta Honor Society, Longwood University** *Member* • Dedicated time and efforts to various efforts devoted to improving campus relations and our community such as working at the FACES Food Pantry

RELEVANT SKILLS

Salesforce.com June 2017 – Present	**Salesforce CRM** *Trailhead Training Certification* • Earned over 60 different Trailhead Badges in 16 different skill areas • Completed training predominately in CRM, Lightning, Reporting, and Salesforce Mobile App skill areas • Conducted extensive research on Salesforce while assisting Siemens in choosing its future CRM
RStudio.cloud August 2019 – Present	**RStudio, Inc.** *RStudio Cloud Training* • Trained in the coding of over 50 different statistical functions for over 10 different types of hypothesis tests as well as linear regressions • Learned the application of RStudio functions in Applied Statistics class