

# REESE ALTHOUSE

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## EDUCATION

### Bachelor of Science in Business Administration

Kansas State University | Manhattan, KS

Expected: May 2025

- GPA 3.83
- Major: Marketing | Minor: Management
- Certificates: Sports Marketing & Entertainment and Professional Strategic Selling

## EXPERIENCE

### Athletic Hospitality Student Job

Ahearn Fund | Manhattan, KS

Jan 2023 - Present

- Initiate and execute game setups, ensuring hospitality suites are properly arranged, reflecting attention to detail
- Inform guests of the set up of the suite style seating and inform them of the ordering systems for food/beverages
- Demonstrate exceptional multitasking skills by efficiently attending to the needs of suite members, delivering orders promptly, and providing personalized service, contributing to an elevated game day experience.
- Uphold the highest standards of customer service and integrity, consistently going above and beyond to ensure guest satisfaction and contribute to the positive reputation of the athletic hospitality team
- Display commitment to maintaining a clean and tidy environment by diligently performing post-game cleanup

### Marketing and Events Coordinator

Alliance Integrated Marketing Services | Anchorage, AK

May 2024 - Jul 2024

- Attended various events to ensure the execution of marketing initiatives and engage with attendees to effectively market campaigns
- Coordinated sponsorship campaigns, communicated with venues for sponsorship visibility, and managed travel and on-site logistics.
- Conducted marketing research, prepared detailed event recaps for clients, and captured photos to document campaign success
- Ensured sponsorship requirements are met, managed inventory, and participated in brainstorming to enhance sponsorship activations

### Social Media and Publicity Intern

360 Sports Representation Agency / Pro Mindset Podcast | Remote

Sep 2023 - May 2024

- Created graphics and content for the agency's social media platforms to enhance brand visibility and engage followers.
- Assisted in the creation of pitch decks for NIL athletes, showcasing their unique attributes and potential value to potential sponsors.
- Researched and identified sponsorship opportunities for NIL athletes, taking into consideration interests, values, and career goals.
- Orchestrated end-to-end social media campaigns for Pro Mindset Podcast, overseeing all platforms and content creation, including the development of engaging clips, reels, and graphics to optimize audience engagement
- Executed strategies to enhance online visibility and interaction, contributing to increased follower engagement and brand awareness

### Sales Intern

United Rentals - Power & HVAC | Kansas City, KS

May 2023 - Jul 2023

- Gained valuable insights into the field of outside sales by actively participating in job site visits, engaging with customers, and observing the sales representatives' client interactions and solution-oriented approaches.
- Secured 2nd place out of 63 in the intern scavenger hunt, showcasing strong communication, problem-solving, and resourcefulness
- Contributed to the success of events, including County Stampede and Monarch Stadium events, by assisting with setup logistics

### Data and Order Entry Internship

HIT Incorporated | Kansas City, KS

May 2021 - Aug 2021

- Entered and managed customer orders, ensuring accuracy and timely processing while showcasing a detail-oriented approach.
- Navigated through railroad databases to perform comprehensive rail tracing.
- Actively contributed to various office operations, demonstrating a motivated attitude and willingly tackling miscellaneous tasks that included administrative duties, and maintaining a tidy workspace.

## CAMPUS INVOLVEMENT

### Chi Omega Kappa Alpha

Collegiate Chapter President

Vice President

Jan 2024 - Present

Jan 2023 - Dec 2023

### Girls in Sports Club

Member

Jan 2024

### Catalyst Honorary Program

Member

Spring 2022

### Alpha Kappa Psi

Vice President of Corporate Sponsorship

Jan 2023 - Dec 2023

### Women in Business

Member

Fall 2021 - Jan 2022