

# ALLIE BURNS

🏠 Kansas City, KS

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## EDUCATION

**Bachelor of Science in Business Administration**  
Kansas State University | Manhattan, KS

Expected: May 2026

- GPA 3.90
- Major: Marketing & Professional Strategic Selling
- Certificate: Business of Sports and Entertainment

## EXPERIENCE

**Collegiate Student Marketing Ambassador**  
Celsius | Manhattan, KS

May 2024 - Present

- Enhance the Celsius brand presence at Kansas State University through direct engagement and experiential marketing.
- Develop and execute strategies by fostering relationships, organizing events, and leveraging social media and writing skills, all fueled by a strong passion for networking.

**Account Executive**  
Kansas State Collegian Media Group | Manhattan, KS

Apr 2024 - Present

- Manage and grow customer relationships while driving sales within a designated territory in the Manhattan community.
- Collaborate with clients to develop and implement marketing strategies tailored to their needs, ensuring mutual success and long-term partnerships.

**Server**  
Woodside Health and Fitness Club | Westwood, KS

May 2023 - Aug 2024

- Delivered outstanding customer service to enhance the overall experience for members and guests, increasing positive feedback.
- Collaborated seamlessly within a team, fostering effective communication with management, bartenders, and service staff. Resolved issues and addressed member needs promptly, contributing to overall team efficiency and achieving sales targets.

## CAMPUS INVOLVEMENT

**Sales Ambassador**  
Kansas State Sales Ambassador Organization- Awareness Committee

Jan 2024 - Present

- Assist in retaining current students and recruiting prospective ones into the K-State Sales Program by collaborating with other members to brainstorm and develop creative prospecting initiatives geared towards expanding membership.

**Assistant Membership Vice President**  
Gamma Phi Beta Sorority

Jan 2024 - Present

- Support membership initiatives and organizational leadership through collaborative recruitment strategy development, targeted marketing material creation, and coordination of networking events.

## HONORS & AWARDS

**Wildcat Traditions Scholarship, Recipient**  
Kansas State University

Fall 2022 - Present

**Dean's List Scholar, Recipient**  
Kansas State University

Fall 2022 - Present