

# REAGAN GEISBRECHT

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## EDUCATION

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Kansas State University | Manhattan, KS

**Marketing and Organizational Management - GPA: 3.94**

Expected: May 2025

Certificate: Professional Strategic Selling

CIMBA Italy | Paderno del Grappa, Italy

**International Marketing and Introduction to Finance**

Jun 2023

## PROFESSIONAL EXPERIENCE

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Ad Astra Information Systems | Overland Park, KS

**Marketing Intern, Marketing Coordinator**

Jun 2024 - Present

- Created 30 campaigns within Inluitive, a customer-advocacy platform, engaging over 1,000 customers
- Utilized HubSpot to update the website and created over 20 new landing pages used as customer resources
- Assist the Marketing and Sales teams with projects related to B2B marketing strategies
- Worked with multiple products within the tech stack, including Salesforce, AirTable, Guru, Monday.com, and Canva

Reagan Geisbrecht Photography | Manhattan, KS

**Photographer/Entrepreneur**

May 2020 - Present

- Established business by building a website to appeal to target audience and forming relationships with clients
- Create and apply marketing strategies using social media and website branding to expand business
- Show close attention to detail by shooting, retouching, and delivering photo galleries to clients
- Online portfolio: <https://www.reagangeisbrechtphotography.com/>

Powercat Sports Grill | Manhattan, KS

**Server/Hostess**

May 2020 - Jan 2024

- Deliver friendly customer service by maintaining communication with staff members and serving high-quality food and beverages

Purple Wave Auction | Manhattan, KS

**Finance Intern**

Jan 2022 - Aug 2022

- Helped prepare and update financial projects and presentations reporting directly to the CFO
- Utilized strong organizational skills by handling multiple projects and assembling settlement payments
- Showed excellent written and verbal communication skills while working with organization leaders

## LEADERSHIP & INVOLVEMENT

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Panhellenic at Kansas State

**Vice President of Public Relations**

Nov 2023 - Present

- Extended weekly accounts reached by 60k on social media platforms by creating a cohesive and engaging platform to promote the Panhellenic Community
- Increased accounts engaged by 46.3% and total followers by 113% after 6 months of term
- Create and distribute the Weekly Greek newsletter to chapter members, advisors, and housing coordinators

Gamma Phi Beta Sorority - Beta Upsilon

**Social Media Chairwoman, Apparel Chairwoman**

Aug 2021 - Present

- Coordinated all public relations for the Beta Upsilon chapter of Gamma Phi Beta including the website, Instagram, and TikTok while maintaining an aesthetic feed to ensure the audience was engaged
- Create designs and communicate with companies to provide merchandise for over 120 members

College of Business Student Ambassadors

**Member**

Apr 2023 - Jan 2024

- Connect with present and prospective students to promote opportunities through Kansas State

Kansas State Homecoming Committee

**Member**

Apr 2023 - Oct 2023

- Assist Kansas State Alumni Association with planning and preparing for Homecoming week in the fall of 2023