

CIERA TEEGARDEN

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EDUCATION

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

Expected: May 2025

- GPA 3.21
- Major: Marketing
- Minor: Advertising and Public Relations
- Certificate: Professional Strategic Selling

EXPERIENCE

Event Coordinator Intern

August 2024 – Present

Advertising Club | Manhattan, KS

- Plan and execute events to promote the club's mission and engage new members including workshops, guest speaker sessions, and networking opportunities.
- Collaborate with the marketing team to create promotional materials and campaigns that help to boost and monitor event performance.
- Develop and maintain relationships with industry professionals to secure partnerships, sponsorships, and speakers for club events.

Intern (marketing and sales)

Campus Ink | Remote

July 2023 – May 2024

- Contributed creatively to brainstorming sessions, helping to generate innovative ideas for product launches and promotional activities.
- Actively engaged with customers both online and in-store, gaining valuable insights into consumer preferences and refining sales techniques.
- Worked in adobe photoshop and illustrator on increasing my ability in my design skills to create advertisement ideas and apparel for a wide range of customers.

CAMPUS INVOLVEMENT

Member

August 2021 – Present

Tri Delta sorority

T Shirt Chair

August 2024 – Present

Tri Delta Sorority

- Design and oversee the creation of custom apparel for sorority events ensuring alignment with chapter branding and member preferences.
- Manage the ordering process, including vendor selection, budgeting, and distribution, to ensure timely delivery and satisfaction among members.

Bid Day Committee

August 2022 – August 2024

Tri Delta Sorority

- Planned or coordinated Bid Day activities to create a welcoming and memorable experience for new members, including theme development, event logistics, and decorations.
- Ensured effective communication with chapter members, providing clear instructions and roles to facilitate a smooth engaging event.

Director of Social Events

April 2023 – April 2024

Tri Delta Sorority

- Organized, and executed social events that foster sisterhood and chapter unity, including formals, mixers, and family weekends.
- Developed and managed event budgets, ensuring cost-effective and high-quality experience for members while adhering to financial guidelines.
- Collaborated with venues, vendors, and our chapter to secure partnerships for our events.
- Ensured all social events complied with sorority and university policies, including risk management protocols and safety standards.