

KATE WILSON

Wichita, KS

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EDUCATION

Bachelor of Science in Business Administration

May 2026

Kansas State University | Manhattan, KS

Major: Marketing

Certificates: Data Analytics, Professional Strategic Selling, and Business of Sports and Entertainment

PORTFOLIO

<https://katelwilson.my.canva.site/>

EXPERIENCE

Fan Experience and Promo Crew Intern

Aug 2024 - Present

Kansas State Athletics | Manhattan, KS

- Utilize critical thinking to develop and implement strategies to increase then maintain high levels of fan involvement during games.
- Conduct clearly and professionally with fans to create a quality experience.
- Exemplify attention to detail by utilizing precise game day scripts to allow for coherent coordination and event flow.
- Assist in game day promotions, distribution of promotional materials, execution of sales, and organizational planning.

Distributor

Aug 2023 - Jan 2024

The Collegian | Manhattan, KS

- Demonstrate strong organizational skills by efficiently managing the distribution of college newspapers to many locations, ensuring timely and accurate delivery to readers.
- Utilize problem-solving skills by resolving distribution challenges, ensuring the prompt and precise delivery of the college newspaper to various on and off-campus locations.
- Collaborate with a team of distributors to coordinate delivery schedules and routes, fostering a cohesive and effective distribution process.

Front Desk Associate

May 2023 - Aug 2023

Genesis Health Clubs | Wichita, KS

- Communicated effectively with guests, providing them with important information, answering inquiries, and addressing any special requests or needs, resulting in improved guest satisfaction.
- Displayed strong organizational abilities by managing check-in and check-out procedures, and POS transactions accurately and efficiently.
- Established problem-solving skills by efficiently resolving issues and concerns at the front desk, ensuring a positive guest experience.
- Sustained attention to detail within the front desk procedures and maintaining organization as well as cleanliness.

VOLUNTEER EXPERIENCE

Volunteer

Aug 2021 - Present

Kansas Humane Society

CERTIFICATIONS & LICENSES

Lean Six Sigma White Belt

Aug 2023

Six Sigma Online

CAMPUS INVOLVEMENT

Member

Fall 2022 - Present

Women in Business, Kansas State University

HONORS & AWARDS

Recipient

Fall 2022 - Present

Wildcat Traditions Scholarship, Kansas State University

SKILLS

Microsoft Excel • Canva • Search Engine Optimization • Strategic Planning • Customer Relationship Management