
Allie Hafliger

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EDUCATION

Kansas State University, Manhattan, KS

Expected Graduation: Spring 2024

Bachelor of Science in Business Administration

GPA: 3.444

Major: Marketing

Certificate: Professional Strategic Selling & Technology

EXPERIENCE

Cunningham Telephone & Cable, Glen Elder, KS

May 2022-August 2022

Internship

- Completed clerical and administrative duties, building social media campaigns, and prepared promotional materials and presentations.

Guaranty State Bank & Trust Corporation, Beloit, KS

May 2022-August 2022

Internship

- Supported the marketing team in daily administrative tasks. Performed market analysis and research on competition. Collected quantitative and qualitative data from marketing campaigns. Assisted in marketing and advertising promotional activities (e.g. social media, direct mail, and web). Helped distribute marketing materials as well as take inventory. Proficiency with word processing, spreadsheet, and presentation software.

North Central Kansas Technical College, Hays, KS

May 2022-August 2022

Internship

- Created graphic representation of data and translated complex research into easily readable content for stakeholders and other departments. Prepared marketing proposals and presentations based on company needs. Monitored and managed the company's social media platforms, adjusting outreach tactics as needed.

Chautauqua Pool Lifeguard, Beloit, KS

May 2017-Present

Lifeguard

- Utilize attention to detail while continuously monitoring guests to identify hazards and control unruly behavior. Demonstrate exceptional customer service while handling customer complaints, resolving issues, and adjusting policies to meet changing needs. Instruct daily swim instruction to students of various ages, typically PreK and up.

Pawnee Mental Health, Beloit, KS

October 2015-July 2021

Custodian

- Utilized cleaning equipment and supplies to maintain a high standard of cleanliness. Worked with building managers to assess ongoing needs and plan preventive maintenance and cleaning schedules. Supervised supplies in inventory and submitted reorder requests.

ReNew Massage Therapy & Day Spa, Beloit, KS

June 2017-Present

Customer Service Associate

- Assist and engage in all aspects of customer service, including scheduling, gift certificate preparation, booking, and delivery. Review promotional material and monitor Facebook activity ensuring the business is a positive view. Maintained cleanliness of spa by vacuuming, dusting, and disinfecting areas as needed.

CAMPUS INVOLVEMENT

Pi Beta Phi, *Member*, Kansas State University

January 2021-Present

Entrepreneurship Club, *Member*, Kansas State University

January 2021-Present

Women in Business Club, *Member*, Kansas State University

January 2021- Present

Global Supply Chain Club, *Member*, Kansas State University

September 2022-Present

SKILLS/CERTIFICATIONS

Adobe Photoshop

Red Cross CPR/First Aid Certified