

Katherine Vrettos

• 5739 Noble Court, Willoughby, OH • 440-749-2590 • kvrettos@kent.edu • katievrettos.weebly.com

OBJECTIVE

Obtain a position working for an advertising or marketing agency that complements my education along with my account planning and research skills.

EDUCATION

Kent State University, Kent, OH

Bachelor of Science

Expected Graduation: May 2014

Major: Advertising

Minor: Marketing

Cumulative GPA: 3.316

Major GPA: 3.433

PROFESSIONAL EXPERIENCE

Researcher, Kent State University, Kent, OH (April 2014)

- Assisted with a qualitative research project for the College of Communication and Information

Strategic Planning Intern, Marcus Thomas, LLC, Cleveland, OH (August – November 2013)

- Conducted primary and secondary research for clients and internal projects
- Used research to develop a brand platform for a client that was changing their brand identity
- Applied research to develop consumer understandings, strategies and insights
- Assisted with in-depth interviews and focus groups

Vendor Development Intern, Proforma, Independence, OH (May – August 2011, May – August 2012)

- Planned and organized showcases and events for the 2011 and 2012 Conventions
- Managed New Product/Technology Showcase project for 2011 Convention
- Updated and managed internal databases

OTHER EXPERIENCE

Study Abroad, Global Advertising and PR in London, Kent State University (January – May 2013)

- Conducted a semester long comparative research study on the use of audience analysis and research used in the U.S. and the U.K.
- Research findings: katievrettos.weebly.com

Assistant Manager, Charlotte's Ice Cream, Willoughby, OH (May 2008 – August 2011)

- Supervised and directed daily work activities of fellow staff
- Conducted training for new employees
- Created weekly schedules

INVOLVEMENT

- **Student Representative** on the Journalism and Mass Communication Media Board, Kent State University, Kent, OH (August 2013 – Current)
- **Deans List**, Kent State University, Kent, OH (Fall 2011 – Current)
- **Ad Club Member**, Kent State University, Kent, OH (September 2011 – Current)
- **American Advertising Federation Member** (September 2011 – Current)
- **National Society of Leadership and Success** (September 2011 – Current)

SPECIAL SKILLS

- Focus groups
- Survey coding
- Adobe Photoshop
- Microsoft Word, Excel, PowerPoint, Outlook