

Katelyn Kertin

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EXECUTIVE SUMMARY

Driven business student with a strong interest in sales and marketing, combining excellent interpersonal skills with experience in communications, outreach, and leadership. Passionate about building meaningful relationships, learning from industry professionals, and contributing to collaborative, results-oriented teams.

EDUCATION

University of Central Florida, Orlando, FL

May 2027

Bachelor of Science in Business Administration, Marketing – Professional Selling

GPA: 3.2

RELEVANT COURSEWORK

- Marketing
- Strategic Sales Force Management
- Professional Selling
- Business Finance
- Computer Fundamentals for Business
- Quantitative Business Tools

PROFESSIONAL EXPERIENCE

Horizons Greater Washington – Remote

Feb 2025 – Present

Development Associate

- Develop and schedule targeted social content to grow engagement and strengthen audience relationships.
- Track donor data in Salesforce CRM to support outreach efforts and monitor campaign effectiveness.
- Create personalized donor communications that reinforce relationships and encourage continued involvement.

Kappa Kappa Gamma – Orlando, FL

Dec 2025 – Present

Primary Recruitment Director

- Plans and guides others through the entire formal recruitment process in August.
- Organizes recruitment practices, work-week activities, meetings, and leads the chapter throughout the two weeks of recruitment.
- Guide members in developing effective conversation strategies that strengthen engagement and help them connect authentically with others.

Event Director

Dec 2024 – Dec 2025

- Coordinates social events by managing logistics, scheduling, and budgeting to ensure smooth execution.
- Designs and implements creative event themes and decorations that enhance member experience.
- Organizes vendors, venues, and materials to deliver successful events that promote chapter engagement.

ADDITIONAL INFORMATION

Computer Skills: Microsoft Office (Word, PowerPoint, Excel), Google Workspace (Docs, Sheets), Design Software (Canva), Salesforce CRM

