

Kara Panfil

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OBJECTIVE

A summer internship in marketing which will enable me to utilize my creative, planning, and organization skills to gain hands on experience.

EDUCATION

2007 to present

Grand Valley State University Grand Rapids, Michigan

Bachelor of Business Administration in Marketing, expected May 2011

GPA: 3.4 Major/3.5 Overall, Dean's List

RELATED

COURSEWORK

Marketing Management

- o Completed sections of a marketing plan
- o Created marketing plan for myself

Operations Management

- o Completed project in SAP

Marketing Negotiations

Marketing Creativity

Professional Selling

- o Will sell hypothetical product to professor

Research Basics for Advertising and PR

- o Secondary research paper
- o Will conduct a focus group & primary research paper

EXPERIENCE

2008 to 2009

A&W Dexter, Michigan

Waitress

Responsible for: facilitating customer needs, selling promotional food items, and the cash drawer

2006 to 2008

Brighton House Brighton, Michigan

Hostess

Responsible for: facilitating customer needs and organizing reservations

2006

Shady Stop Nursery Brighton, Michigan

Cashier

Responsible for: facilitating customer needs, stocking, selling, and displaying products, and the cash drawer

PROFESSIONAL ORGANIZATIONS

2009 to present

American Marketing Association

- o general manager of the advertising committee
- o designed AMA bulletin board

2008 to 2009

Investment Portfolio Organization, general member

ADDITIONAL INFORMATION

2009 to present

Women's Club Volleyball, general member

2008 to present

Volunteer at Humane Society, cattery attendant

2008

Volunteer at Women's Center Indulge a Cause Auction

2008

Volunteer through Junior Achievement

- o prepared and taught Kindergarten class about money