

KAROLYN P. KAWA

16 Victoria Lane | Mansfield, MA 02048 | 508-954-8865 | karolynkawa@muhlenberg.edu

Education

- **Muhlenberg College, Allentown, PA** *Expected Graduation: May 2020*
- **Major:** Business Administration with a concentration in Marketing
- **Minor:** Innovation and Entrepreneurship
- **Cumulative GPA:** 3.884; **Business Administration GPA:** 4.0; **Innovation and Entrepreneurship GPA:** 4.0
- Academic Honors: Dean's List (every semester); Two-Time Centennial Conference Academic Honor Roll, Women's Soccer President's Honor Roll

Work Experience

- **Muhlenberg College, Allentown, PA** *September 2019 – May 2020*
Athletics Department Marketing Intern
 - Implemented marketing strategies to increase Muhlenberg fan attendance at home games, promoted different athletic department events, created digital and traditional sports marketing content, designed merchandise to promote and support athletic activities
- **Anthropologie, Dedham, MA** *Jun – Aug 2018, Dec – Jan 2019, Jun – Aug 2019, Dec – Jan 2020*
Customer Associate
 - Marketed product promotions, greeted and assisted customers on the floor, store operations of restocking and cleaning, processed sales
- **Lindt, Wrentham, MA** *May - August 2017*
Chocolate Advisor
 - Interacted with customers, processed sales, conducted daily store operations

Campus Activities & Honors

- **Muhlenberg Athletic Leadership Team** *August 2019 – present*
 - A role of leadership and communication among student athletes to integrate community service and the Allentown community to the Muhlenberg campus
- **Muhlenberg College Women's Soccer Team** *August 2016 – November 2019*
 - As a four-year starter, dedicated time to practice, games, meetings, and strength-training
 - Elected to Centennial Conference Sportsmanship Team
- **Studied Abroad in Vienna, Austria** *January – May 2019*
- **Habitat for Humanity** *February 2017 – present*
 - Offered fundraising and service to local build sites and construction activities
 - Participated in day events, such as Plunge for a Purpose and a Habitat Build
- **ODK Leadership Honor Society** *September 2018 – present*
 - An honor society composed of students with academic excellence and active involvement in many extracurricular activities

Community Leadership

- **Alternative Spring Break Trip with the Saint Bernard Project** *March 2018*
 - Hands-on service and construction work for one week in New Orleans, Louisiana to aid with Hurricane Katrina relief efforts
- **Jefferson Field Day** *May 2018, May 2017*
 - Participated in different field games and activities with local elementary school students
- **Special Olympics** *September 2012 – March 2016*
 - Coached and partnered with athletes with special needs in soccer and basketball

Skills

- Social Media and Content Management: Instagram, Facebook, Snapchat, Twitter, Adobe Spark, Canva
- Proficient in Microsoft Word, Excel, PowerPoint