

Kori B. Church

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Education

Ithaca College – Ithaca, NY **Anticipated: May 2017**
Bachelor of Science in Business Administration, Concentration Management
Overall GPA: 3.75, School of Business GPA: 3.83
Honors: School of Business Dean's List recipient: Fall 2014, Spring 2015, Fall 2015, Fall 2016

IES Abroad – Milan, Italy **January-May 2016**
Business Studies Program
Overall GPA: 3.82

Stanford University – Online Center for Professional Development **2014-2015**
Certificate course in Project Management Mastery

Professional Experience

Social Media and Marketing Intern – Rugged Races, Boston, MA and Telecommute **May 2016-Present**

- Acted in a customer service role communicating with customers online through social media and email
- Created new content for daily social media posts
- Assisted in developing marketing plans for upcoming events and for event venues
- Monitored social media posts and comments for brand and industry coverage

Social Learning Intern – Bentley Systems, Exton, PA and Telecommute **September 2014 – December 2015**

- Generated weekly written reports for the Social Learning team to benchmark Bentley Systems against competitors
- Analyzed social media metrics of Bentley Systems to determine how to better use social media as a marketing tool
- Developed and lead workshops for colleagues to understand how to use social media for content distribution
- Published videos and podcasts to help users learn how to better use software applications

Task Innovator – Bentley Systems, Dublin, Ireland **June 2014 – August 2014**

- Coordinated and managed website clean-up for external websites and user databases
- Analyzed Bentley's social media usage and developed ways to strengthen their social media presence

Production Intern – Zootility Tools, Acton, MA **July 2013-August 2013**

- Assisted in packaging and shipping products for individual and wholesale orders
- Managed incoming purchases, payments, and tracked shipment information from suppliers to customers

Publications

Students' LinkedIn Checklist: Getting Professional Quickly **November 2015**

- Co-authored a 96-page book for students that demonstrates how to use LinkedIn to its fullest potential
- Produced a step-by-step customizable checklist for students to develop their profiles and access their resources

Involvement

IES Abroad Ambassador – Ithaca College, Ithaca, NY **August 2016-Present**

- Represented and promoted IES Abroad at Ithaca College through fairs, information sessions and on social media
- Reached out to prospective students and answered questions about the program

Active Member – National Residence Hall Honorary, Ithaca, NY **April 2015 – December 2015**

- Represented the top 1% of student leaders on campus
- Promoted recognition, scholastics, service, and leadership at Ithaca College and within the Ithaca community

Market Research Team Member – Ithaca College American Marketing Association, Ithaca, NY **September 2015 – December 2015**

- Analyzed current marketing trends and customer data to determine the best marketing plan
- Researched promotional ways for a company to improve their brand recognition and better reach their target market

Skills

Software: Microsoft Word, PowerPoint, Camtasia Studios, Adobe Flash, Adobe Social, Python, Yammer, HTML
Certificates: Microsoft Excel 2013 Core Certification, Hootsuite Professional