**Laurel Kavanagh**

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**EDUCATION**

**The University of Texas at Austin** Bachelor of Business Administration, Marketing May 2020

Minor: Management Information Systems

Overall GPA: 3.41

**EXPERIENCE**

**Texas McCombs MBA Career Management** - *Employer Relations;* Austin, TX August 2018 - Present

* Manage logistics of eight recruiting events weekly by providing technology, booking rooms, and company promotion
* Analyze and compile weekly reports regarding MBA activity and employer behavior

**Dimensional Fund Advisors** –*Marketing Intern*; Austin, TX June 2019 - August 2019

* Served on the Corporate Communications team to analyze and enhance employer brand
* Researched effective communications strategies and potential intranet services for the company to adopt

**Marshalls** -*Sales Associate*; Southlake, TX  May 2018 - August 2018

* Enhanced customer experience through assistance and merchandise recommendations
* Utilized communications and sales strategies to distribute TJX rewards cards to at least 6 customers weekly

**Thomas F Kavanagh and Associates CPAs** - *Tax Return Processor;* Grapevine, TX June 2015 - June 2017

* Prepared and revised up to 15 tax return forms daily before being sent to clients
* Attended meetings and observed processes to gain more insights into the practice of accounting

**LEADERSHIP EXPERIENCE**

**Alpha Kappa Psi Business Fraternity** September 2017 - Present

*VP of Marketing* (April 2018 – December 2018)

* Implemented target marketing strategies through social media, flyers, and business cards to attract potential members
* Planned and coordinated 15 professional, philanthropic, and social recruitment events for over 300 potential members
* Designed and distributed merchandise such as shirts and stickers to promote our organization’s events

*Rush Captain (*January 2018 - February 2018)

* Utilized social media strategies on Facebook and Instagram to advocate our organization
* Managed over 100 peers to ensure they fulfilled recruitment requirements

*Marketing Committee* (September 2017 - December 2017)

* Developed promotional strategies by designing flyers and speaking on a panel for recruitment events
* Raised over $6000 through fundraising events to give back to the active chapter

**Zeta Tau Alpha**August 2016 - Present

*Campus and Community Involvement Chair* (January 2018 – May 2018)

* Created and managed 54 team members through five intramural sports teams
* Communicated weekly with 273 members regarding volunteer and event opportunities in Austin

*Area Recruitment Council* (May 2017 - August 2017)

* Arranged weekly activities in different areas of Dallas to meet potential new members
* Created Excel spreadsheets of 75 attendees and their demographic information to report to the chapter

**HONORS**

**National Society of Collegiate Scholars** February 2017 - Present

**College of Liberal Arts Dean’s Honor List - Summa Cum Laude** May 2017

**ADDITIONAL INFORMATION**

**Computer Skills:** MS Word, PowerPoint, Excel, Python, R, SQL

**Interests:** Data Analytics, Music, Astronomy, Ballet

**Work Eligibility:** Eligible to work in the U.S. with no restrictions