

KATHARINA M. ELBERTI

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EDUCATION

B.A. Public Relations; minor, Professional and Technical Writing, expected May 2016
Virginia Tech | Blacksburg, Va. Dean's List: Spring 2014/15, Fall 2014

EXPERIENCE

Virginia Tech Recreational Sports Department | Sport Clubs Supervisor

Blacksburg, Va. | August 2013 – Present

- Manage fields and act as athletic trainer for Virginia Tech's 31 Club Sports teams
- Respond to first aid emergencies according to CPR, AED, and BBP protocol

Virginia Tech Men's Club Lacrosse Team | Manager and Statistician

Blacksburg, Va. | February 2013 – Present

- Created 30 page Media Guide detailing team statistics, history, and player roster to market the program
- Record and report team and individual player statistics to the MCLA

Virginia Tech Intramural Sports | Scorekeeper

Blacksburg, Va. | August 2015 – Present

- Intramural Sports are entirely student-supervised, therefore enabling me to develop student-leadership and conflict management skills
- Record official player and team statistics for all 7 intramural sports

Virginia Tech Recreational Sports Department | Marketing Intern

Blacksburg, Va. | August 2015 – Present

- Develop campus-wide marketing strategies for the Recreational Sports Department's five areas: Aquatics, Fitness, Small Group Training, Sport Clubs and Intramural Sports

Ireland Lacrosse | Marketing and Game Operations Intern

Dublin, Ireland | June 2015 – September 2015

- Managed first-ever Irish U-19 team's tournaments and summer showcase events
- Developed social media marketing campaign for the Irish Women's National Team
- Produced Media Guides for the Irish teams competing in the Men's World Indoor Championship and European Women's National Championship

2014 FIL World Lacrosse Championships | US Lacrosse Intern

Denver, Co. | July 2014

- Assisted Ms. Colleen Evans, US Lacrosse's Player Relations and Special Events Coordinator
- Point person for all 38 national teams represented in the largest World Lacrosse Championship

Chesapeake Bayhawks – Major League Lacrosse | In-Office, Street, and Game Day Intern

Annapolis, Md. | May 2014 – August 2014

- Created the 2014 Chesapeake Bayhawks Media Guide (published on thebayhawks.com)
- Promoted Bayhawks at various weekend marketing events throughout the Summer

Fancred (*the world's fastest growing sports social network*) | Sports Social Media Intern

Virtual, based out of Boston, Mass. | January 2014 – May 2014

- Engaged Virginia Tech fan base through posts and conversations to increase traffic to site
- Posted live game statistics, score updates, and live images for all Division 1, Club, and Intramural sports

Virginia Tech Athletic Department | HokieSports Magazine Staff Photographer

Blacksburg, Va. | October 2013 – May 2014

- Photographed Virginia Tech's 19 NCAA Division 1 athletic team games weekly
- Edited photos for weekly marketing use on *HokieSports* (website) and in *HokieSports Weekly* (magazine)

United States Naval Academy Athletic Association | Athletic Camps Intern

Annapolis, Md. | May 2013 – August 2013

- Managed events and attendees' registration with NAAA Sports Summer Camps program managers
- Maintained financial accounts, inventory records, and payments for 4,000+ orders at men's lacrosse store
- Supervised 2,000 male lacrosse players, ages 7-18, during overnight Navy Lacrosse Camp

The Washington Redskins, Fed-Ex Field | Operations Intern

Landover, Md. | December 2012

- Organized and distributed stadium passes to players, coaches, and event staff
- Responsible for security, complaints, and event staff for the entire Upper Concourse during games

ACTIVITIES

Public Relations Student Society of America (PRSSA), Virginia Tech Chapter

- Executive Committee | Vice President of Publications and Webmaster | May 2014 – Present
- Maintain the official VT PRSSA website
- Editor-in-Chief of weekly blogs and the biannual newsletter
- Published 72 blogs - an increase of 600% - and received over 790 views - an increase of 230%
- Responsible for the creation of and current upkeep of the official VT PRSSA LinkedIn account, posting Chapter news, internship opportunities and student blog posts
- Sports Blogger | September 2013 – May 2014

Pi Beta Phi Fraternity for Women, Virginia Zeta Chapter

- Official Merchandise Designer & Production Specialist | January 2015 – Present

Virginia Tech Sports Business Club | Vice President of Professional Development | May 2015 - Present

- Facilitate resume and personal portfolio workshops to teach members about personal branding
- Organize speakers from various athletic backgrounds
- Manage the Official Virginia Tech Sports Business Club website
- Design all club promotional and marketing materials

SKILLS

Graphic: InDesign, Photoshop, Illustrator, iMovie

Computer: Mac and Windows, MS Office (Word, PowerPoint, Excel)

Media: Facebook, Twitter, Instagram, Pinterest Weebly, ISSUU