

KATIE STRASS

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EDUCATION

Loyola Marymount University, Los Angeles, CA August 2021 – May 2025
Bachelor of Business Administration in **Marketing**
Cumulative GPA: 3.94
Dean's List: Fall 2021, Spring 2022, Fall 2022

WORK EXPERIENCE

Imagen Insights, Remote March 2023 - Present
Gen Z Consultant

- Connect with brands to provide insights about branding, marketing, and products
- Aid brands in overcoming their challenges regarding targeting Gen Z in marketing

Gorjana, San Jose, CA May 2022 - August 2022, December 2022 - January 2023
Keyholder Stylist

- Used sales tactics to achieve personal average sale value of 200% over the company-wide goal
- Named "Most Enthusiastic Stylist" by Store Manager and Regional Manager
- Engaged with customers regarding product and brand knowledge

LEADERSHIP EXPERIENCE

LMU Ambassadors, Los Angeles CA October 2021 - Present
Student Ambassador

- Communicate with prospective students and answer their questions about LMU
- Greet families prior to their campus tours
- Participate in bimonthly Ambassador meetings

Deloitte National Audit Innovation Campus Challenge, Los Angeles CA October 2022

- Selected to be on LMU's team through intensive interview process
- Create an innovative solution to challenges presented by Deloitte
- Compete against 50+ teams nationally

Guayaki Yerba Mate, Los Angeles, CA November 2021 - Present
Student Ambacebador

- Promote brand by providing my community with products and sharing brand message
- Orchestrate events on campus to share Yerba Mate products

LMU Marketing Society, Los Angeles, CA August 2021 – Present
Student Member

- Collaborate with other student members in weekly meetings
- Attend guest speaker events to learn about real-world marketing experience

Kappa Alpha Theta, Los Angeles, CA January 2022 - Present
Initiated Member
Marketing Committee

- Design merchandise for chapter of 150 women
- Volunteer a minimum of 5 hours a semester at various events and organizations
- Raise money for the philanthropy Court Appointed Special Advocates (CASA) and the Theta Foundation

SKILLS

- Office2019: Microsoft Office Specialist: Excel Associate Certification (March 2023)
 - Maintaining calendars and meeting schedules
 - Upholding a personable and enthusiastic attitude
 - Proficient in Microsoft Office, Final Cut Pro, Procreate, Canva, Shopify, and social media platforms
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