**CHRISTINA KURAS**

[kurasc@southwestern.edu](mailto:kurasc@southwestern.edu) | 480.745.4342

**EDUCATION**

**Bachelor of Arts in Business (minor: Data Science)** Expected May 2025

Southwestern University Georgetown, TX

* GPA 3.9/4.0

**RELEVANT COURSEWORK**

Principles of Economics Fundamentals of Accounting

Consumer Behavior Management Communications

Explorations in Computing Digital Marketing

**SKILLS**

Microsoft Excel (Pivot Tables, V/XLOOKUP, INDEX MATCH, COUNTIF), Word, PowerPoint; social media (Facebook, Instagram, Twitter), Google Suite (Docs, Forms, Sheets), WordPress, Wix, HubSpot Inbound and Content Marketing Certified

**MARKETING AND SALES EXPERIENCE**

**SEO Specialist Intern** May 2024-July 2024

Moses SEO Phoenix, AZ

* Wrote a reflection piece on search engine optimization (SEO) tools I utilized, which was published on agency site
* Utilized keyword data from Ahrefs to update and write content pieces for different clients in WordPress to maximize SEO efforts
* Assisted with schema markup for multiple clients
* Attended business development networking events (90+ attendees)

**Social Media Audit and Campaign Development** Spring 2024

Digital Marketing Class, Southwestern University Georgetown, TX

* Analyzed social media metrics for Sprinkles (bakery chain) and two competitive brands using Emplifi Analytics platform
* Conducted secondary research on characteristics of target market/s and developed a tailored social media campaign
* Selected best project by Sprinkles’ Chief Marketing Officer (CMO)

**Business Analysis Case Study: Ben and Jerry’s** Spring 2023

Foundations of Business Class, Southwestern University Georgetown, TX

* Assessed growth and acquisition of Ben and Jerry's ice cream company
* Analyzed detailed information about small business management, marketing, and operations growth
* Examined key tenets of entrepreneurship, including resources for financing and administration (e.g., SBA)

**Director of Recruitment Events**  April 2023-April 2024  
**Director of Lifetime Membership** April 2022-April 2023

Delta, Delta, Delta, Theta Epsilon Chapter, Southwestern University Georgetown, TX

* Create and implement a new fall recruitment event to attract new members
* Captured photos of all events to develop social media posts
* Planned monthly events for members and created a newsletter each semester to update alumni about chapter events
* Fully planned and executed ‘Pansy Brunch’ event to honor senior members with their families

**Social Media Manager**  January 2023-Present

Intercollegiate Volleyball Team, Southwestern University Georgetown, TX

* Create engaging posts and video content to raise awareness about the team for fans and potential recruits
* Increased follower count by 96.8% in 24 months

**LEADERSHIP AND COACHING EXPERIENCE**

**Volleyball Coach** June 2021, 2022, 2023  
**Strength and Conditioning Coach** June 2022, 2023

Seton Catholic Preparatory Chandler, AZ

* Created and taught four-day volleyball camp to 40+ participants
* Developed and organized three-week strength and conditioning weight room camp for participants in grades 5-8

**HONORS AND ACTIVITIES**

Dean’s List Fall 2021-Present (every semester)

NCAA Division III Volleyball Team, Southwestern University Fall 2021-Present

* Elected captain by teammates for 2023 and 2024 season
* Awarded SCAC All-Tournament Team in 2022 and 2024, and SCAC All-Sportsmanship Team in 2021