

KATHLEEN B. TOWER

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EDUCATIONAL BACKGROUND & ACADEMIC HONORS

Villanova University *Villanova, PA*

August 2008 — May 2012 (Anticipated)

- Bachelor of Arts degree in Communication, with a concentration in Public Relations and a minor in French; cumulative GPA of 3.5
- Member of National Society of Collegiate Scholars (NSCS), Public Relations Student Society of America (PRSSA), Lambda Pi Eta (LPH) Communication Honor Society, Pi Delta Phi French Honor Society

Università Cattolica del Sacro Cuore – Sedie di Milano *Milan, Italy*

August 2010 — December 2010

- Participant in IES Abroad study abroad program, enrolled in courses in Italian, Fashion Management, and Communication; GPA of 3.8

EMPLOYMENT HISTORY

Social Media Intern, Zoe Damacela Apparel

September 2011 – Present

- Organize and maintain Twitter campaign for entrepreneur and Seventeen Magazine cover model, Zoe Damacela, and her startup clothing company

Beauty Intern, Seventeen Magazine *New York, NY*

May 2011 – August 2011

- Organized and filed beauty products and press releases
- Maintained contact with public relations representatives
- Brainstormed and pitched products and story ideas to editors
- Blogged for Seventeen.com

Public Relations Intern, Success Communication Group *Parsippany, NJ*

June 2010 — August 2010

- Wrote news releases and feature stories, utilized social media and Web 2.0 tactics for clients
- Contacted media outlets and reporters, tracked and organized media coverage, disseminated materials to media and other outlets
- Conducted research for various projects, compiled and updated media lists and databases

Secretary, Regal Bank *Livingston, NJ*

Summers June 2008 – August 2010

- Secretarial and clerical duties, including customer service, word processing, filing and loan payment processing

Campus Representative, CBS College Sports *Villanova, PA*

February 2010 – May 2010

- Leveraged CBS' viral marketing campaign to promote the NCAA Men's Lacrosse Championship on Villanova University's campus

Independent Sales Representative, mark. by Avon *Union, NJ*

September 2006 – Present

- Independently built and maintained customer base
- Participant in mentorship program, nominated for special sales incentives

EXTRACURRICULAR ACTIVITIES & SKILLS

- Founding Member, President, **L.E.A.P.** (League for the Equality of All People)
- Member, **Alpha Delta Pi** Sorority, Eta Chi Chapter
- Event Planner, **PRSSA**, Villanova Chapter
- Member, **Marie Claire** Style Council
- Proficient in **Microsoft Office**, **Cision Point**, **social media** networks (Facebook, Twitter, LinkedIn, YouTube, Google+)