

KYLE A. ROBERTSON

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EDUCATION

Bachelor of Science: Business Administration

Emphasis: Marketing

Anticipated May 2011

Bachelor of Arts: Music

Concentration: Clarinet

Susquehanna University, Selinsgrove, PA • GPA = 3.92 / 4.0 scale

MARKETING EXPERIENCE

Intern at Newton Associates, Plymouth Meeting, PA

May 2009 – July 2009

- Developed new business prospect lists, strategy, and materials
- Conducted contact calls to prospective and existing customers
- Researched and recommended strategy, concepts, and copy for current client websites

LEADERSHIP EXPERIENCE

Susquehanna University Neighborhood (SUN) Council

November 2007 – Present

President, *September 2008 – Present*

- Facilitate monthly meetings among 14 campus organizations and the Center for Civic Engagement
- Coordinate campus and community wide volunteer opportunities with student service organizations

Webmaster, *November 2007 – May 2008*

- Maintained website of SUN Council and its 14 volunteer organizations
- Implemented Dreamweaver training sessions for up to 10 student webmasters

UNIVERSITY EMPLOYMENT

Global Business Perspectives Coach

September 2008 – Present

- Mentor and supervise a group of 4 freshman business students in the introductory seminar course; aid in building camaraderie, writing business memos, and presenting a comprehensive business plan

Business Statistics Teaching Assistant and Student Tutor

September 2009 – Present

- Assist students with questions and course material in class and during weekly office hours

Music Preparatory Program Teacher

September 2008 – May 2009

- Teach weekly clarinet lessons to local students, ages 9 to 16

ACTIVITIES

Susquehanna University Board of Trustees – Student Representative

March 2009 – Present

Sigmund Weis School of Business Dean Advisory Council – Student Representative

August 2008 – Present

Marketing Club – Member

September 2007 – Present

University Student Conduct Board – Class of 2011 Representative

January 2008 – Present

Risk Reduction Council – Student Representative

October 2007 – Present

Sigma Alpha Pi Leadership Society – Inducted Member

January 2008 – Present

ACADEMIC HONORS

University Scholar

May 2007 – Present

Dean's List

December 2007 – Present

Alpha Lambda Delta Freshman Honor Society

September 2007 – Present

Susquehanna University Academic Scholarship

September 2007 – Present

Susquehanna University Music Achievement Scholarship

September 2007 – Present

COMPUTER EXPERIENCE

Microsoft Office • Avid • Adobe Photoshop, Dreamweaver, Premiere • Cycling '74 Max, Jitter • Finale