

Will D Cat Cat

800 E Lancaster Ave
Villanova, Pennsylvania 19085 United States

Mobile: [REDACTED]

Email: [REDACTED]

Work experience:**Residence Assistant****Villanova University**

800 E Lancaster Ave

Villanova, PA

9/2023 - 5/2026

Hours per week: 10

Duties, Accomplishments and Related Skills:

- Managed a residential community of 45 undergraduate students, promoting a safe, inclusive, and academically focused environment in accordance with Villanova's mission and housing policies. Served as a first responder for student concerns, policy violations, and emergency situations.

- Designed and implemented 12+ educational and social programs throughout the academic year, including wellness workshops, cultural celebrations, and academic success events. Average attendance exceeded 25 students per event, contributing to a 20% increase in resident engagement.

- Responded to and documented 10+ incidents involving mental health crises, roommate conflicts, and university policy violations. Coordinated with Public Safety, Counseling Services, and Residence Life to ensure appropriate intervention and follow-up.

Supervisor: Sample Supervisor ((555) 555-5555)

Okay to contact this Supervisor: Yes

Undergrad Marketing Summer Intern**Reckitt**

399 Interpace Pkwy

Parsippany, NJ

5/2024 - 8/2024

Salary: \$26.00 USD Per Hour

Hours per week: 20

Duties, Accomplishments and Related Skills:

- Supported the execution of Reckitt's U.S. commercial strategy across 5+ consumer health brands with a combined annual revenue exceeding \$500M. Worked closely with brand managers to align marketing activities with quarterly business objectives and KPIs.

- Partnered with 4 cross-functional teams (Sales, Supply Chain, Finance, and Area Marketing) to coordinate the launch of 3 national campaigns

- Conducted market research and competitive analysis across 10+ product categories. Findings were presented to senior leadership and directly influenced a \$2.5M reallocation of marketing spend.

- Developed a 25-page consumer insights report analyzing shopper behavior across 3 major retail partners and 2 digital platforms. Recommendations from the report were used to optimize in-store displays and digital ad placements, increasing shelf visibility by 18%.

Supervisor: Sample Supervisor ((555) 555-5555)

Okay to contact this Supervisor: Yes

Education:

Villanova University Villanova, PA United States

Some college (no degree) 5 / 2026

GPA: 3.8 of a maximum 4.0

Major: Communication

Languages:

French

Spoken Intermediate

Written Advanced

Read Advanced

References:

Catherine Siena (*)

Employer Reckitt

Title

Phone 555 555-5555

Email

Jay Wright

Employer

Title

Phone

Email Jay.Wright-Sample@villanova.edu

(*) Indicates professional reference

Additional information:

Leadership Experience:

Outreach Committee Member

Special Olympics Pennsylvania – Villanova Chapter

September 2023 – Present | 5–8 hours/week

- Serve on the Outreach Committee to promote awareness, inclusion, and volunteer engagement for Special Olympics events across the Villanova community.
- Collaborated with a team of 8 committee members to develop and distribute promotional materials, resulting in a 25% increase in attendance at local fundraising events.

Citizenship:

- U.S. Citizen

Honors & Awards

- Marketing Excellence Award – Reckitt Internship Program (2024) – Awarded for delivering a high-impact marketing strategy presentation projected to generate \$1.2M in revenue during the 2024 summer internship.

Technical Skills:

- Microsoft Excel (PivotTables, VLOOKUP), Power BI, Adobe Illustrator, Google Analytics