

OLIVIA KOSTELNIK

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EDUCATION

The University of Tennessee, Knoxville, Haslam College of Business

Knoxville, TN

Bachelor of Science in Business Administration

Expected Graduation: May 2025

Major: Marketing | Collateral: Professional Sales | Concentration: International Business

Cumulative GPA: 3.83/4.00

WORK EXPERIENCE

Partum Health

Chicago, IL

Marketing and Operations Intern

May 2024 - August 2024

- Increased SEO by writing and editing 50+ provider profiles, improving organic traffic by 10%, and driving referral traffic.
- Supported grassroots and digital marketing for two market launches by researching hyperlocal partners, micro, and nano influencers for brand alignment and reach.
- Created SEO-friendly web pages and templated CMS pages on Webflow, conducted site audits, and designed digital marketing flyers using Canva.

The Golf Courses of Lawsonia

Green Lake, WI

Customer Service Staff (Beverage Cart and Server)

June 2020 - August 2024

- Proven expertise in delivering top-notch customer service in a fast-paced restaurant environment, ensuring guest satisfaction through attentive and personalized service
- Skilled in active listening to understand customer needs and concerns, fostering positive interactions and building rapport
- Proficient in utilizing point-of-sale (POS) systems to accurately process orders, manage over 10 reservations at once, and coordinate with kitchen staff for efficient service

A Step Ahead Day Camp

Sun Prairie, WI

Camp Counselor Sun Prairie, WI

June 2019 - June 2023

- Demonstrated leadership by supervising over 30 kids and guiding campers in diverse activities and fostering inclusivity
- Served as a mentor, offering emotional support, promoting teamwork, and facilitating character development
- Received training in first aid and CPR, ready to respond to medical emergencies and provide immediate care when necessary, contributing to the overall safety and security of campers and staff

INVOLVEMENT

Delta Pi Chapter of Alpha Chi Omega

Knoxville, TN

Lifetime Member

January 2022 - Present

- Supports local and national philanthropy of Domestic Violence Awareness and Sexual Assault Prevention

Philanthropy & Marketing Committee Member

- Worked behind the scenes to raise funds, over \$17,000 in 2024, and awareness for our local philanthropy, the YWCA Knoxville, through planning and executing philanthropic events

National Society of Leadership and Success

Knoxville, TN

Business Team Member

January 2023 - Present

- Selected for membership based on academic performance and leadership potential; completed leadership training and development programs to enhance professional skills.
- Participated in goal-setting workshops and networking events, collaborating with peers to drive personal growth and community involvement.

HONORS & AWARDS

Dean's List Student - Summa Cum Laude and Magna Cum Laude

Top Fundraiser for Pizza Pie With Alpha Chi

Tennessee Explore Scholarship Recipient