

# KATIE GELDERMAN

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## EDUCATION

**University of Georgia** Athens, GA  
*Bachelor of Business Administration in Marketing and Management Information Systems, Terry College of Business* May 2025  
*Bachelor of Arts in Spanish, Franklin College of Arts and Sciences*  
Overall GPA: 3.62/4.00  
Zell Miller Scholarship Recipient, Tanner Sales Management Award

## RELEVANT EXPERIENCE

**State Farm National Sales Competition** Warrensburg, MO  
*State Farm Insurance Company* October 2023

- Chosen for the 2023 State Farm Marketing and Sales Competition, demonstrating dedication to excellence in marketing strategy and sales tactics.
- Led dynamic team presentation addressing State Farm and industry challenges, showcasing strategic thinking and teamwork
- Thrived in the 25-minute State Farm role play, demonstrating adaptability in applying sales skills in a simulated scenario.

**Product Line Sales, Analysis, and Insights Intern** Medina, MN  
*Polaris Inc.* May 2023- August 2023

- Built key elements of the summer and fall promotional plans involving consumer incentives, dealer incentives and sales team communication materials
- Developed insights and furthered my data analysis skills with tools like PowerBi and Microsoft Excel
- Built out materials to gather information on consumer insights through different project roles

**Recruiting Intern** Remote  
*Redbird Recruiting Firm* November 2022 - March 2023

- Conducted task analysis to create job duties and requirements for job openings
- Sourced multiple specialists in a competitive market using correct tonality and rapport
- Managed to hit and exceed KPI's every week

**Top 10 Sales Competition Finalist** Athens, GA  
*Terry College of Business Sales Competition* March 2023

- Pitched Salesforce.com implementation to a professional buyer; assessed by panel of professional salespeople
- Awarded with 3rd out of 56 competitors after two rounds of Salesforce implementation pitches
- Competed against fellow Terry College of Business students as the youngest competitor

## LEADERSHIP EXPERIENCE

**Vice President Of Membership and Recruitment** Athens, GA  
*American Marketing Association* June 2023 - Present

- Created, sent out, and reviewed membership applications for Fall and Spring; increased membership by 35%
- Organized participation in UGA involvement fairs & events such as Terry Back to Business and networking fairs
- Worked to increase member-to-member relations and connect members with AMA alumni

**Mass Media and Public Relations Committee** Athens, GA  
*Shop With a Bulldawg UGA* April 2023- Present

- Created social media content through software systems including canva, google docs, and more
- Demonstrated keen attention to the interaction with the content being put out, ensuring it was successful
- Worked with other committees to ensure the goals of the club were being delivered through the mass media

## CAMPUS & COMMUNITY INVOLVEMENT

**American Marketing Association, VP of Membership and Recruitment** August 2022 - Present  
**SWAB Marketing Committee Member** August 2022 - Present  
**Extra Special People, General Body Member, Buddy** August 2022 - Present  
**Women In Tech, General Body Member** August 2022 - Present  
**Pi Sigma Epsilon General Body Member** January 2023 - Present

## SKILLS

**Language Skills:** Fluent in Spanish and English, high-level speaking and writing proficiency

**Technical Skills:** Microsoft Office Suite, Sales Fundamentals and Social Media Marketing: Strategy and Optimization, Certification, Microsoft Excel Certification, PowerBi Certification, SQL, Python, Google Analytics, Lean Six Sigma Yellow Belt Certification