

Education

University of Illinois at Urbana-Champaign | Class of 2015
Bachelors of Science in **Advertising** | College of Media | **GPA** 3.86/4.0
Minor in **Communications** | Certificate in **Public Relations**
Honors/Recognition: Senior Class: Top 10%, College of Media: Top 7.5%,
Dean's List, James Scholar Honors Program '12, National Society of Collegiate
Scholars, Phi Kappa Phi, Phi Eta Sigma, Alpha Lambda Delta

Kathy Ruda

ACHIEVER | MAXIMIZER | FUTURISTIC | FOCUSED | COMPETITIVE



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School Experience

Office of the Vice Chancellor for Student Affairs | *Fred H. Turner Fellow Intern*

August '14 – May '15 | Swanlund Administration, University of Illinois | Champaign, IL

- Planned and implemented projects/events related to strategic planning, awards and scholarships, leadership development, community based learning, student fees, campus safety and health and wellness for over 43,000 students.

Student Fee Advisory Committee (SFAC) | *Communications Liaison*

- Assisted UIUC Director of Auxiliary Services, Edward M. Slaznik, with Student Fee Advisory Committee (SFAC) meetings by serving as a liaison between unit directors and committee. Review components of the Service and Student Initiated Fee and make recommendations to Vice Chancellor C. Renee Romano, relevant to fee amounts for FY16, based off unit revenue and profits.

Outstanding Staff & Program Awards | *Committee Lead*

- Managed logistics, planning and marketing for Outstanding Staff & Program Awards (OSPA), 2015-16 Turner Fellow and Student Intern recruitment and selection.

Wellness Week | *Program Director*

- Proposed the idea for a campus-wide "Wellness Week," a plan which was approved by Campus Recreation and Student Affairs and I am currently planning for April 6th-10th. The events this week will offer informational and educational opportunities, showcasing physical activity and stress-reducing programs. Campus units, local businesses and national brands (such as KIND Healthy Snacks) will sponsor the events.

College of Media | *Student Ambassador, Class of 2018 Mentor*

August '14 – May '15 | University of Illinois | Champaign, IL

- Nominated by the Dean of the College of Media as 1 of 15 Student Ambassadors to join the Dean's Student Advisory Council to represent 1,000+ media students, giving input on a variety of issues. Facilitate college-specific tours for prospective students, parents and alumni.

Her Campus Media | *Former Public Relations Intern, Current Event Planner*

August '12 – May '15 | Champaign, IL

- Coordinate internal and external charity events; contact local and national publications, businesses and vendors to create mutually beneficial partnerships for sponsorship and participation with events such as "Get Fit! With Her Campus," which raises \$2,000+ each year.

American Advertising Federation (AAF) | *Member*

January '12 – May '14 | University of Illinois | Champaign, IL

National Student Advertising Competition (NSAC) | *Researcher, Creative Team Member*

- Developed a \$10 million dollar campaign for Glidden Brilliance paint brand at Wal-Mart. Focus groups, primary/secondary research, surveys and interviews led to a marketing campaign, "Random Acts of Brilliance." Team placed 2nd as "wild card" at the Illinois regionals.

Alpha Phi Sorority | *Director of PR and Advertising*

November '13 – May '15 | University of Illinois | Champaign, IL

- Create promotional material to maintain positive campus presence and increase attendance at events, which include fundraisers for cardiac and kidney care research. Aid in production and maintenance of Alpha Phi sorority social media platform.

Professional Experience

Women's Health Magazine | *Women's Health Action Hero*

2015–2016 | National

- Chosen by Women's Health Magazine of Rodale, Inc., to represent the magazine as an "Action Hero" to motivate and inspire members in the community to take part in "RUN 10 FEED 10" to support the United Nation's World Food Program.

Nike | *Women's Line Up, Athlete (Seasonal)*

June '14 – January '15 | Nike Chicago/Nike Training Club Studio | Chicago, IL

- Selected as an influencer of the Nike Women's Line Up, a team of motivating brand ambassadors who are dedicated to elevating Nike Women's business by assisting with brand events, Nike Training Club workouts and providing consumers with the ultimate experience.

Quest Nutrition | *Freelance Marketing*

September '14– November '14 | University of Illinois | Champaign, IL

- Supported Quest Nutrition campus ambassadors with increasing social media reach by 60% in 2 months. Created "Illini Quest" and "Flash Friday" Facebook graphics and promotional flyers to increase awareness for exclusive Quest campus demos and appearances.

Olympic Legs, LLC. | *Elite Fitness Training | Marketing Intern*

January '14 – May '14 | Denver, CO

- Co-led 5 team members in creating a "Champions by Choice" marketing campaign to help drive business and consumer relations. Advised relocation plans and revamped social media platform derived from consumer research, business analysis and insights.

Red Frog Events | *Running Competition Team Leader*

February '14 – March '14 | Chicago, IL

- Directed 10 team members in a college case study competition to create an interactive 5k mob run experience. Proposed 3 brand ideas, created a 15-page strategic business plan and 10-minute pitch to Red Frog employees, placing 1st among 8 college teams.