

# Shannon Kluss

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**Education** University of Oregon, Eugene, Oregon  
**Bachelor of Science, Advertising**  
Expected June 2012  
Business Minor, Communications Minor

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**Related Experience** **Development Intern**, June 2011 – October 2011  
*Susan G. Komen for the Cure, Portland, Oregon*

- Oversaw participant recruitment for annual Marathon for the Cure
- Evaluated corporate sponsorship contracts in order to increase sponsorship ROI
- Coordinated logistics for planned giving programs and events

**Account Executive**, October 2010 – June 2011  
*Allen Hall Public Relations, Eugene, Oregon*

- Launched rebranding campaign for Fish Emergency Services, a Portland non-profit organization
- Worked with peers in a collaborative environment
- Engaged in current public relations strategies and practices

**Event Planning and Fundraising Intern**, May 2010 – December 2010  
*March of Dimes, Eugene, Oregon*

- Recruited potential donors, which resulted in increased funding
- Procured auction and raffle items for special events
- Helped launch the 2010 *Bikers for Babies* and *Signature Chefs* campaigns for Southern Oregon
- Assisted in administrative support for day-to-day office activities

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**Other Experience** **Sales Associate**, June 2011 – September 2011  
*Columbia Sportswear, Portland, Oregon*

- Increased store sales by providing exceptional customer service and creating a positive customer experience
- Provided information to customers on current product features and benefits

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**Activities** Kappa Kappa Gamma - alumna, Eugene, OR, October 2008-Present  
Medical Teams International – volunteer, Portland, OR, July 2008

**Skills** Organization skills – Microsoft Word, Excel, Powerpoint, Outlook  
Social media skills – Facebook, Twitter, LinkedIn