

Kimberly Kato
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EDUCATION

Florida Gulf Coast University, Ft. Myers, Florida
Bachelor of Science Degree in Marketing
Minors in Management and Advertising
GPA 3.4

Related coursework: *Business/Market Strategy, Creative Strategy, Sports Marketing and Promotions, Event Planning, Integrated Marketing Communications, Business Finance, Core concepts of Accounting I & II, Principals of Microeconomics/Macroeconomics, Advertising Promotion, Market Research, Consumer Behavior*

RELEVANT SKILLS

Microsoft Office: Word, Powerpoint, Publisher, proficient in Excel using formulas and graphs
Graphic Arts including Acrobat

PROFESSIONAL EXPERIENCE

- Fort Myers Miracle Baseball**, Minnesota Twins A Affiliate, Fort Myers, FL April/2011- Present
Sports Marketing Intern
Coordinate Game day operations and on-field promotions
Develop sponsorship and promotions
Concept special events for season ticket holders
Organize fan relations and crowd participation
Manage merchandising operations and ticket operations
Assist with PA booth operations
- Clearwater Marine Aquarium**, Clearwater, FL May 2010- July 2010
Volunteer/Intern
Community Outreach, promotions, street marketing
Ecologist/Support on Sea Life Safari Tour
- Rookery Bay National Estuarine Research Reserve**, Naples, FL September 2010- November 2010
Member street marketing team
Community Outreach, promotions, street marketing
Coordinate presentations and special events
- Youth As Resources**, Largo, FL July/2005- July/2006
Volunteer/ Counselor
Mentor youth regarding making good life choices with ages 4-14
Administer phone surveys
Design brochures for community events
Promote youth to be involved in the community and Civic Engagement

ORGANIZATION LEADERSHIP

Society of Human Resource Management- Director of Programs
Intramural Sports including: football, softball, volleyball, dodge ball, kickball