

Kate Pavlovcak

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EDUCATION

Temple University – Klein College of Media and Communications (Honors Program) **Philadelphia, PA**
Bachelor of Arts Expected Graduation: May 2027

- **Major:** Advertising | **Minor:** Psychology | **GPA:** 3.61
- **Scholarships:** Dean's Tuition Scholarship, Gregory Scelzi Memorial Scholarship, University Honors Program
- **Relevant Coursework:** Persuasive Writing, Digital Analytics and Reporting, Copywriting for Print & Web

University of New South Wales **Sydney, Australia**
IES Study Abroad Spring 2025

WORK EXPERIENCE

Temple University, Wellness Resource Center **Philadelphia, PA**
Sexual Health Program Assistant August 2024 - Present

- Coordinate and facilitate sexual health events and programming, engaging with different student groups
- Assist in the creation, planning, promotion, and implementation of events and workshops
- Create social media content, including recorded interviews and live videos
- Research and stay abreast of student health trends in the campus community

University of Connecticut, Center for Neurodiversity and Employment Innovation **Remote**
Intern June 2024 – December 2025

- Effectively worked with a group of professionals to improve post-grad employment outlook for neurodivergent students
- Designed educational and marketing materials to be sent to universities and companies across the country
- Created a CRM mailing list using Mailchimp, setting up an avenue for functional communication to a variety of audiences

Baked on the Beach **Surf City, NJ**
Sales Associate Summers 2021-2025

- Developed sales skills working at a fast-paced seasonal business and managing a range of responsibilities
- Welcomed and attended to customers' needs, including taking orders and serving baked goods and coffee
- Took on managerial duties, such as distributing tips and communicating with other employees on behalf of the boss

LEADERSHIP & ACTIVITIES

American Marketing Association **Philadelphia, PA**
Director of Professional Development May 2025 - Present

- Lead 20 speaker sessions with industry professionals with an average attendance of 50+ students
- Spearhead logistics planning for annual regional conference, securing 3 corporate speakers and 5 company sponsorships
- Outreach to potential speakers and sponsors on LinkedIn and other various networking platforms

Cherry Consulting **Philadelphia, PA**
Project Manager September 2024 - December 2024

- Led a group of 16 student consultants to development and implement marketing strategy for Bagels & Co.
- Coordinated clear communication, task delegation, and accountability to execute several pop-up events
- Communicated brand's message and engaged market demographic through curation of promotional materials

Temple University, Wellness Resource Center **Philadelphia, PA**
Peer Educator February 2024 – August 2025

- Facilitated and provided tabling support at various campus events, effectively engaging with the campus community
- Spread information about mental health, sexual well-being, intra-personal violence, alcohol and drug use

SKILLS & INTERESTS

Skills: Canva, Creative Problem-solving, Microsoft Office Suite, Project Management, Public Speaking, Survey Research
Interests: Backpacking, Collaging, Embroidery, Philadelphia Sports, Pop Stars, Running, Sharks, 80s/90s Alternative Rock