Kara Stevens

Recent Marketing and Business Analytics graduate seeking an entry level Marketing position. Strong foundation in content strategy, brand messaging, and data-driven decision-making, with hands-on experience supporting brand initiatives, tracking performance metrics, and engaging target audiences. Detail-oriented and creative, with the ability to analyze social media insights to optimize content performance and support business goals. Eager to contribute creatively to a collaborative marketing team and grow within a fast-paced digital environment.

Employment History

American Eagle Outfitters, Inc. – Senior Brand Ambassador/ TDY Part Time Merchandise Leader
Roseville, CA | 6/2022 - Present

- Support brand marketing execution by maintaining visual merchandising standards that align with national campaigns and seasonal promotions
- Analyzing and tracking key performance indicators (KPIs) such as sales trends, conversion rates, and product performance to support brand success
- Coordinate product launches by overseeing inventory processing, floor placement, and promotional readiness
- Act as manager-on-duty when needed, ensuring consistent brand representation and customer experience

Pearson Plc - Pearson Campus Ambassador
Reno, NV | 01/2022 – 05/2022

- Assisted students in registering for learning tools
- Gave feedback on development of new programs and products
- Tested learning programs in compatibility with specific classes (MyLab and Revel)
- Collaborated with other Campus Ambassadors on surveys for Pearson Products

Hands-on Experience

Event coordinator for American Eagle at Palm Tree Music Festival | July 2024 | Lake Tahoe CA

Small business marketing (product placement, social media, website) for online jewelry startup | August 2025

Marketing proposal and analysis for Reno restaurant | April 2024

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Skills

- Organization Fanatic
- Microsoft Office
- Canva
- Photography
- Photo editing
- Social Media

Education

University of Nevada - Reno
Reno, NV
08/2020 - 05/2024 | 2024 Graduate
Business Analytics/Marketing Major
3.3 Cumulative GPA

Certifications
HubSpot Content Marketing
Canva Essentials
Marketing with Canva

Extracurricular Activities

Alpha Omicron Pi Sorority
University of Nevada | 2020-2024

Membership Integrity Coordinator|
Event planning and social media content creator