

Daniel Kowalsky



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Objective

To find a challenging, engaging career in the marketing field where I can showcase my skills in relationship building, creative idea generation, and account management to provide value to an organization through hard work and dedication.

Education

Marquette University - Milwaukee, WI - *Bachelor of Science in Marketing, May 2011*

Cumulative GPA: 3.483 of 4.0

College of Business Administration Dean's List: Fall 2007 - Spring 2011 (8 semesters)

Work Experience

Jigsaw, LLC - Milwaukee, WI - *Marketing/Communications Intern* February 2011 - June 2011

- Worked with a team of four interns to create Jigsaw's OrangeAid internship program, a student organization with the goal of making a difference in the Milwaukee community through pro-bono work.
- Composed the copy for all OrangeAid communications including web site, blog, application, flyers and social media activities.
- Drafted the communications plan for OrangeAid, including brand identity, target audiences, SWOT analysis, strategies and corresponding tactics.
- Worked heavily on the account management side of the OrangeAid project to maintain synergy between strategy and creative and ensure that projects were completed on deadline.

Starbucks Corporation - Wauwatosa, WI - *Barista* May 2006 - Present

- Provide world-class customer service to patrons in SE Wisconsin, as expressed by the Starbucks mission statement.
- Effectively communicate with other Starbucks partners in a team atmosphere to ensure accurate, high quality, and timely beverages to customers.
- Create lasting, genuine relationships with customers and the community to build a network of loyal customers for the store.

Pius XI High School - Milwaukee, WI - *JV Volleyball Head Coach* August 2007 - April 2011

- Built relationships with student-athletes in an effort to assist them in becoming quality young men.
- Made in-game decisions under pressure for the betterment of the team.
- Organized practices, camps and team-related events for one of the top volleyball programs in the state.
- Improved leadership skills on a day-to-day basis, culminating in back to back Classic 8 Conference championships in 2009 and 2010.

Coyle Media, Inc. - Indianapolis, IN - *Data Entry Intern* December 2010 - April 2011

- Assisted Pat Coyle in the implementation of his cutting edge sports social media tracker, Sports Fan Graph, by compiling and entering the contact and social media information for all NCAA Division 1 football programs.

Honors & Activities

- Marquette University Ignatius Scholarship Recipient
- Marquette University Hunger Clean Up Volunteer
- WKLH Miracle Marathon Phone Bank Volunteer - Four years
- WKLH Christmas Is For Kids Party Volunteer - Four years
- Marquette University "Briggs & Al's Run" Children's Hospital run Participant