

# Karly R. Centanni

karlyraec@comcast.net

1148 Wendler Circle | Pottstown | PA | 19465 | 610.207.9146

**EDUCATION:** **Temple University Fox School of Business** **Philadelphia, PA**  
Bachelor of Business Administration: Marketing Expected: December 2015  
Minor: Entrepreneurship

**Temple Rome Study Abroad Program** **Rome, Italy**  
Studies in International Business, Italian Cinema, Italian January 2014 – April 2014  
language, and Art History of Rome.

## ACTIVITIES:

- Member, American Marketing Association, Fall 2012–Present
- Member, Temple University Diamond Marching Band, Fall 2011–Present
- Member, Temple University Outdoors Club, Fall 2013–Present
- Fundraising Chair, Sigma Alpha Iota, Spring 2013
- Editor, Sigma Alpha Iota, Fall 2015

**EXPERIENCE:** **LOWE'S HOME IMPROVEMENTS** **Pottstown, PA**  
**Cashier and Customer Service Associate** May 2012 – Present

- Provided sales support to a diverse clientele in a home improvement retailer with more than \$100,000 in sales per week.
- Received recognition on several occasions for signing up the most customers for myLowe's memberships.
- Operated cash register, scanners and computers to itemize and total over 500 customer purchases and returns daily, collected check and credit payments, initiated customer credit applications, and made change for cash transactions.

**HIPAA SECURE NOW** **Pottstown, PA**  
**Inbound/Content Marketing Intern** June 2013– August 2013

- Researched potential HIPAA compliant business partners and clients and helped create segmented marketing programs to each group.
- Worked with CEO to analyze followers on HIPAA Secure Now twitter account; analysis was used to create specialized marketing programs.
- Used Hubspot Inbound Marketing Software to measure and determine volume of activity on company's website.

**VERA BRADLEY** **Limerick, PA**  
**Cashier and Sales Associate** May 2011 – January 2013

- Initiated merchandise sales and provided sales support to a diverse clientele in a popular women's handbag and accessories retailer.
- Operated cash and credit transactions to over 200 customers in-store and carried out dozens of special order transactions via telephone daily.
- Performed daily inventory checks to ensure all available merchandise was displayed on shelves to guarantee an extensive selection of products for customers.

## SKILLS

- Microsoft Word, Excel, PowerPoint, and Dreamweaver
- Point of Sale Terminal Operations
- Basic knowledge of French and Italian