

Laurilee M. Kroll

Current Address
201 Prospect Street
Houghton MI 49931
(989) 600-9616

lmkroll@mtu.edu

Permanent Address
830 S. Ladner Parkway
Midland, MI, 48640
(989) 837-2344

EDUCATION:

Michigan Technological University Houghton, MI
Bachelors of Science in Business Administration in Marketing Spring 2009
Bachelors of Science in Business Administration in Finance
Certificate of International Business

WORK

EXPERIENCE:

Tech Initiatives- CPRMattress Houghton, MI
Director of Marketing and Finance April 2008- Present

- Work closely with students to bring product to market
- Develop a marketing campaign
- Present product to potential buyers

The Marketing Department Inc. Houghton, MI
Marketing Assistant June 2007- April 2008

- Assisted with marketing research
- Created a new logo for the client integrating the logo into all advertising and business materials.
- Focused on Communication between the Client and Vendors
- Maintained focus on project insuring completion

Joey's Seafood and Grill Houghton, MI
Waitress August 2005- Present

- Enhance customer satisfaction through good service

PROJECT

EXPERIENCE:

Michigan Technological University Houghton, MI
International Business Ventures Enterprise August 2007- May 2008
President

- Plan agenda for and facilitate weekly meetings
- Develop business plans for various engineering projects
- Cultivate teamwork and effective time management skills
- Organize and restructure the Enterprise to foster accountability
- Write submissions for federal and state grants

Michigan Technological University Houghton, MI
American Marketing Association Member January 2007- Present
Project Leader

- Develop agenda and facilitate weekly team meetings
- Organize and delegate project tasks
- Utilize team skills and assets to their fullest potential
- Complete projects to exceed customer expectations

AWARDS:

Michigan Technological University and Centile Elevator Pitch Competition
First Place

COMPUTER SKILLS:

Operating Systems and Programming- Windows NT/95, 98, 00, XP
Software- Adobe, Microsoft Office
Statistical Software- SPSS