

Marissa R. Perkowski

Strategic. Positivity. Individualization. Empathy. Achiever.
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EDUCATION

College Student Personnel, *Master of Science* **Expected May 2024**
University of Tennessee | Knoxville, Tennessee

Public Relations and Leadership Studies, *Bachelor of Science* **May 2022**
Ball State University | Muncie, Indiana
2022 Top 100 Student Award & Dean's List Recipient

PROFESSIONAL EXPERIENCE

Campus Events Board Graduate Assistant | *Center for Student Engagement* **July 2023 - Present**
University of Tennessee | Knoxville, Tennessee

- Advise the Arts and Culture Committee within the Campus Events Board (CEB), comprised of 30+ undergraduate students
- Advise the Arts and Culture Leadership Team, including the President, Communications Chair, and Membership Chair
- Manage Student Program Student Fee (SPSF) budget of \$175,000+ for student programming initiatives
- Organize and execute 50+ Center for Student Engagement events for the student body and general Knoxville community
- Implement "CEB University", a 4-week community-centered membership on-boarding experience for 30+ new members
- Co-advise Membership Chairs in the Arts and Culture, Entertainment, and Issues committees, developing CEB community
- Serve on the Assessment Committee, assisting in the creation, implementation, and exploration of the yearly SPSF Survey
- Advocate on behalf of students for student programming and services fee money to campus administrators
- Serve on the Homecoming Planning Committee, assisting with the planning and execution of Homecoming week

Student Organization Support Graduate Assistant | *Center for Student Engagement* **July 2022 - June 2023**
University of Tennessee | Knoxville, Tennessee

- Advised the Communication and Outreach Committee: Facilitated weekly staff meetings, administered semesterly job performance evaluations, supervised 2 Student Engagement Ambassadors, and oversaw monthly organization support events
 - Co-facilitated Rocky Top President's Institute: Coordinated weekly lesson plans, developed community within a leadership cohort model, arranged weekly Aramark catering orders, assessed program objectives and participant feedback
 - Coordinated the Winter Engagement Fair, serving 150+ Registered Student Organizations and 400+ attendees
 - Assisted in the maintenance of a \$40,000+ budget, ensuring efficient allocation of funds to meet departmental objectives
 - Served on the Student Organization Travel Fund Advisory Committee, advising the yearly allocation of \$200,000
 - Evaluated event submissions from student organizations on VOLink, ensuring alignment with university policies
 - Assisted the Center for Student Engagement with Vol Summer Visit, Student Engagement Presentations, and Homecoming
 - Restructured and implemented RSO reactivation procedures to enhance the returning student organization experience
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PRACTICUM EXPERIENCE

NODA Intern | *Office of Undergraduate Admissions and Orientation* **May 2023 - August 2023**
University of Maryland, Baltimore County | Baltimore, Maryland

- Collaborated with the Office of Undergraduate Admissions and Orientation to coordinate and execute a total of 15 in-person orientation sessions for First-Year and Transfer students, welcoming and acclimating them to the university community
- Co-supervised 13 Orientation Peer Ambassadors (OPAs) and 3 Senior Orientation Peer Ambassadors (SOPAs)
- Collaborated with various campus departments, including academic advising, campus life, inclusion and civic engagement, and financial aid, to ensure that students received comprehensive and accurate information during orientation programming
- Demonstrated a commitment to a positive and inclusive experience for students, fostering belonging and community
- Analyzed 2023 First-Year, Transfer, and guest survey data to identify trends, strengths, and areas for improvement to create a data survey report and presentation, providing comprehensive findings, common themes, and future recommendations
- Served as the on-call staff member for Orientation Peer Ambassadors in case of need or emergency

Recruitment Counselor Education & Training Intern | *Office of Sorority and Fraternity Life* **December 2022 - May 2023**
University of Tennessee | Knoxville, Tennessee

- Instructed ELPS 350: Leadership for Panhellenic Recruitment Counselors for 105 elected Recruitment Counselors
- Developed a curriculum that integrated leadership theory, communication skills, and ethical decision-making
- Implemented interactive teaching methods, including group discussions, case studies, and role-playing exercises
- Organized guest speaker sessions, featuring Panhellenic leaders, to provide real-world insights and industry knowledge
- Promoted diversity and inclusion within the Panhellenic community, incorporating discussions on equity and social justice

CONFERENCE & PRESENTATION EXPERIENCE

Northeast Greek Leadership Association Conference Student Staff Pittsburgh, Pennsylvania	December 2022 - February 2023
“Crafting Who We Are” Presentation Student Organization Conference. Knoxville University of Tennessee	September 2022
“Leading the Lions” Presentation Beneficence Leadership Conference Ball State University	February 2022

UNDERGRADUATE EXPERIENCE

Account Manager <i>Digital Marketing and Social Media Strategy Agency</i> Ninety-Five Media Contract, Remote	January 2022 - March 2022
<ul style="list-style-type: none">• Executed global social media strategies across 17.4k followers on LinkedIn, Instagram, Twitter, and Facebook• Designed brand content for cross-channel social media strategies to reach target audiences on Instagram and Facebook• Conducted client consultations to understand their target audience, competitive landscape, and key performance indicators (KPIs), using these insights to inform strategy development• Collaborated with independently contracted team to analyze account growth opportunities for various clientele	
Panhellenic President <i>Office of Fraternity and Sorority Life</i> Ball State University Muncie, Indiana	December 2020 - December 2021
<ul style="list-style-type: none">• Coordinated the governance of 10 Panhellenic Chapters, totaling to 965+ members within the Panhellenic Community• Oversaw the coordination and execution of in-person Primary Recruitment for 240+ Potential New Members• Administered College Panhellenic Judicial Procedures for reported infractions in violation of NPC Unanimous Agreements• Facilitated weekly meetings with 9 Executive Council members, 2 Staff Advisors, and 50 chapter representatives	
Admissions Intern, Welcome Center Assistant, Tour Guide <i>Office of Admissions</i> Ball State University Muncie, Indiana	March 2019 - July 2021
<ul style="list-style-type: none">• Assisted in the oversight of Campus Visits using Slate CRM, totaling 8,500+ campus visitors semesterly• Managed the University’s Welcome Center TikTok account, implementing a growth of 229 followers and 26,000+ views• Designed, filmed, and edited marketing videos for the Office of Admissions that were sent to 12,000+ students• Coordinated with Academic Departments and Residence Halls for campus visits to enhance the visit experience	
Orientation Leader, Orientation Coordinator <i>Office of Orientation</i> Ball State University Muncie, Indiana	March 2019 - August 2020
<ul style="list-style-type: none">• Directly supervised 9 Student Orientation Leaders, assisting 5,000+ incoming students through Orientation programming• Facilitated the virtual Summer Orientation Program over 16 weeks through ZeeMee, an online college community• Worked closely with the Orientation Leadership Team to ensure high percentages of retention and persistence• Independently led 230+ students during 9 in-person two-day Orientation programs, as a representative of the University	

LEADERSHIP EXPERIENCE

UNIVERSITY OF TENNESSEE Knoxville, Tennessee College Student Personnel Association <i>Executive Board</i> , President 2022-2023
BALL STATE UNIVERSITY Muncie, Indiana Homecoming Steering Committee Publicity and Social Media Chair 2021
Office of Inclusive Excellence Cardinal Student Leaders Advisory Council 2020-2021
Sigma Kappa, Gamma Eta <i>Executive Board</i> , Vice President of Programming 2019-2020 Diversity and Inclusion Chair 2019

ORGANIZATIONAL MEMBERSHIPS

NASPA, Student Affairs Administrators in Higher Education	December 2023 - Present
Young Alumni Council, Ball State University	August 2022 - Present
Sigma Kappa, Panhellenic Sorority	February 2019 - Present