

Kylie Kurinsky  
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12 December 2023

Dear Associated Collegiate Press,

I am extremely proud of my role as an advertising representative and all that I have done with The Daily Gamecock. I am beyond grateful for this opportunity to be considered for Best Advertising Sales Representative. I attribute my success as a sales representative to my constant and genuine curiosity. I believed this stemmed from being a child with nonstop questions. I commend my parents for their unwavering patience to always feed my curiosity with open conversations and endless google searches. However, it turns out this constant curiosity was not just a phase. It wasn't until I joined the sales team with The Daily Gamecock my freshman year at the University of South Carolina that I realized my genuine curiosity was in fact my greatest attribute to connect with people.

With minimal sales experience prior to starting with The Daily Gamecock I took every challenge as an opportunity to learn about both the sales process and my clients alike. I used my fresh perspective to think outside of the box when prospecting clients. Doing extensive research into which businesses in Columbia want to reach students and how I can help. I see every client as a chance to make a connection and learn about the way different types of business work. I think that what sets me apart is that because I am genuinely curious I am not afraid to approach new people and just start by asking questions.

My commitment to my clients rather than simply making individual sales has led to larger long term deals and working relationships. By taking the time to truly understand my clients goals I have shifted my sales strategy to build out semesterly and yearly proposals rather than selling by individual publication issue. By being more strategic I have been able to create in-depth marketing and sales plans to target specific student groups to my clients advantage.

I always want to do more and do better for my clients and so once again my curiosity kicks in. I have started a series of projects including new advertising opportunities better catered to students, unique price bundling deals, and a market research survey of our students. Being able to explore my ideas has allowed me to continue to grow in my role at The Daily Gamecock and is a large part of how I stay motivated. My directors John and Sarah have been an amazing support system by trusting me and allowing me to lean into my ideas. Their mentorship and trust has completely shaped my college experience to help me build both my confidence and experience in sales which I know I will take with me into my future career.

Sincerely,

Kylie Kurinsky



December 14, 2023

Department of Student Life  
Division of Student Affairs and Academic Support

To Whom It May Concern:

It is my pleasure to nominate Kylie Kurinsky for the 2024 ACP Advertising Representative of the year. I first met Kylie late in the fall semester of 2021 when she interviewed for a spot on our sales team. I was rebuilding the team without an advertising director so it was imperative that I hired students that could absorb the training and hit the ground running as I recruited and hired a staff member to manage and support them.

I was very impressed with Kylie, but I did have one concern, she was a freshman. Over my 23 years of managing and working with our advertising team we did not have a good track record with freshman, so much so that I decided many years ago not to hire them for the team. I decided to suspend that rule and take a chance on Kylie, and I am so glad that I did!

Kylie has all the qualities that one would want in a media salesperson. She understands the importance of prospecting, client research and follow up. She is focused and organized and has no problem managing a robust and challenging academic course load and the demands of her position.

You will see in her reports that she was able to both reactivate clients and bring in new business. I believe this is a testament to her innate talent and skills learned on the job. She is one of the strongest students we've had in decades, a member of a small club, those you wish you could clone!

She is a sophomore now, and I am so grateful for her commitment to the team and its mission and hope she will continue to serve in a leadership role for her remaining time at the University of South Carolina.

Thank you for your consideration.

Sincerely,

Sarah Scarborough  
Director of Student Media  
[sarajs@mailbox.sc.edu](mailto:sarajs@mailbox.sc.edu)

# Kylie J. Kurinsky

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## EDUCATION

### UNIVERSITY OF SOUTH CAROLINA

*Darla Moore School of Business*

Bachelor of Science - Business Administration

**Major:** Marketing, Operations and Supply Chain Management

**Awards:** Dean's Honor List at University of South Carolina

**GPA:** 3.60

**Columbia, SC**

*August 2022 - Present*

## WORK EXPERIENCE

### LOGISTICS AND SALES INTERN

*Fusion Transport and Am Trans Expedite*

**Chicago, IL**

*May 2023 - August 2023*

- Collaborated with the sales team to manage existing and generate new clients in the pharmaceutical and retail industries. Attended and prepped sales team members for client meetings.
- Created and implemented multiple operational improvement processes including a Drayage directory of over 1,200 contacts, expanded TSA/TWIC airport network by 65%, and authored additional sales resources.
- Independently booked and managed long haul and Drayage freight solutions, providing customer service directly with customers, and ongoing problem resolutions.

### STUDENT MEDIA CONSULTANT

*The Daily Gamecock*

**Columbia, SC**

*January 2022-Present*

- Prospect and manage new clients via email campaigns, cold calling, and leading in-person meetings.
- Strategize, create, and manage advertisement solutions for a portfolio of \$25,000.
- 2022 achieved annual sales goals and increased new client portfolio by 30%.

### BUSINESS OWNER

*Heart of the City Apparel*

**Itasca, IL**

*January 2021 - Present*

- Founded an apparel company dedicated to designing clothing with an impactful message.
- Supporting local charities by generating over \$4,000 in donations.
- Manage financial accounting, inventory sourcing, comprehensive operation solutions, and customer service support.

## LEADERSHIP EXPERIENCE

### OUTREACH COMMITTEE MEMBER

*Women in Business Council*

**Columbia, SC**

*August 2022 - Present*

- Engage in mentorship program and attend weekly meetings.
- Participate in educational programs relating to interview preparation, resume building, and business etiquette.

### BID DAY TEAM MEMBER

*Chi Omega Fraternity*

**Columbia, SC**

*August 2022-Present*

- Assist in planning and operations of new member experience.
- Proven role model for the community, peers, and other members of the fraternity.

**UPCOMING:** Eaton Technical Sales Internship 2024

**SKILLS:** Spanish – Seal of Biliteracy, Microsoft Suite

**INTERESTS:** Creative writing, cooking, beach volleyball, Give A Dog A Bone Club, and Traveling

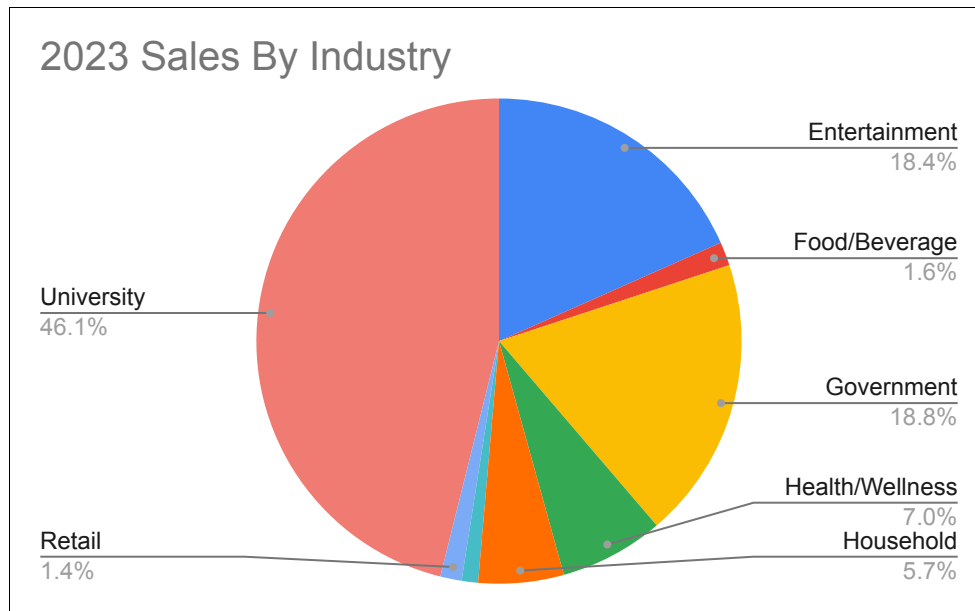
Client	Industry	Media Type	New Business	July 1, 2022-December 15,2023	July 1, 2021-December 15, 2022
Campus Recreation	University	Print	<input type="checkbox"/>	\$3,366.00	\$680.00
Columbia Museum of Art	Entertainment	Print	<input checked="" type="checkbox"/>	\$1,997.00	\$0.00
South Carolina State Museum	Entertainment	Print	<input type="checkbox"/>	\$3,320.00	\$0.00
East Bay Deli	Food/Beverage	Digital	<input checked="" type="checkbox"/>	\$500.00	\$800.00
Career Center	University	Print	<input checked="" type="checkbox"/>	\$4,980.00	\$360.00
Continuing Education	University	Digital	<input type="checkbox"/>	\$2,250.00	\$0.00
Center for Integrative and Experiential Learning	University	Print & Digital	<input checked="" type="checkbox"/>	\$3,994.00	\$0.00
Cycle Bar	Health/Wellness	Print	<input type="checkbox"/>	\$550.00	\$0.00
Buonasera Media	Marketing/Advertising	Digital	<input type="checkbox"/>	\$230.00	\$2,445.00
Lexington Medical Center	Health/Wellness	Print	<input checked="" type="checkbox"/>	\$1,650.00	\$700.00
City of West Columbia	Government	Print	<input type="checkbox"/>	\$550.00	\$0.00
Hang Media	Marketing/Advertising	Digital	<input checked="" type="checkbox"/>	\$115.00	\$0.00
SC Coalition Against Domestic Violence and Sexual Assault	Government	Digital	<input type="checkbox"/>	\$1,750.00	\$0.00
A Little Happy Studio	Retail	Print	<input checked="" type="checkbox"/>	\$450.00	\$0.00
Columbia Greek Festival	Entertainment	Digital	<input checked="" type="checkbox"/>	\$490.00	\$0.00
Five Points Association	Government	Print	<input type="checkbox"/>	\$3,650.00	\$6,150.00
Furniture Services Inc.	Household	Digital	<input checked="" type="checkbox"/>	\$1,800.00	\$0.00
<b>Total Sales 2022-2023</b>				<b>\$31,642.00</b>	<b>\$11,135.00</b>

**2022-2023 summary and comparison**

New clients	\$15,666.00
Returning clients	\$15,976.00
<b>Total sales</b>	<b>\$31,642.00</b>

**183.9% increase over 2022 activity**

Industry	2023 Sales
Entertainment	\$5,807.00
Food/Beverage	\$500.00
Government	\$5,950.00
Health/Wellness	\$2,200.00
Household	\$1,800.00
Marketing/Advertising	\$345.00
Retail	\$450.00
University	\$14,590.00
<b>Grand Total</b>	<b>\$31,642.00</b>



# Research Survey

## Objective:

This research aims to gain insights into University of South Carolina College Students consumer preferences and trends. Allowing businesses to make informed decisions about their advertising efforts.

## Goals:

1. Understand Demographics and purchasing behavior of Students
  - a. Campus involvement (clubs, student orgs, etc)
  - b. Spending habits (food, coffee shops, clothing, past times)
  - c. Online or In-person preference (can apply to online clothing or delivery for food)
2. Pinpoint students' media consumption habits
  - a. Time of day
  - b. number of contact points for engagement
3. Identify audiences advertising promotion preferences
  - a. Buy one get ones, loyalty programs, shareable deals, raffles, handouts
4. Understand effectiveness of different advertising content types and Ideal Media Mix for students
  - a. social media, online, paper, or email
5. What type of content do students value?
  - a. Local businesses/restaurants promotions
  - b. USC history
  - c. Types of on campus Events (could get more granular)
  - d. Off Campus events that integrate students into Columbia (ex. Soda City, Student night at the museum)
  - e. USC academic resources
6. How connected do students feel of Columbia businesses/Do they want to be more Connected?
7. Where do students look for information to get involved on campus and in Columbia?
  - a. Student Org Leaders
  - b. Garnet Gate
  - c. Weekly University Emails (TDG)
  - d. Word of Mouth/Friends
  - e. Campus Social Media Platforms
  - f. Peers social media platforms
  - g. Professors

## Logistics/Timeline

Survey sent through survey monkey platform. Tentative schedule outline could be moved up but looking to have questions and surveys finalized by spring break.