

Blu Blugold

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EDUCATION

University of Wisconsin-Eau Claire
Bachelor of Business Administration
Major: Marketing
Minor: Management

Eau Claire, Wisconsin
May 2023

AWARDS AND SCHOLARSHIPS

Coca-Cola Scholars Program Scholarship
Caestecker Scholarship

September 2020 - Present
September 2019 - May 2020

RELEVANT COURSEWORK

- Business Writing
- Business Presentations
- Legal and Regulatory Environment
- Strategic Management
- Buyer Behavior
- Marketing Communications and Promotion
- Marketing Research
- International Marketing
- Marketing Analytics and Technology
- Advanced Marketing for Entrepreneurs

RESEARCH PROJECTS

Marketing Researcher

University of Wisconsin-Eau Claire Marketing Department

Eau Claire, Wisconsin
January 2021 - May 2022

- Formulated and compiled data for inclusion in a statistical analysis report
- Performed relative analyses based on advertising models including radio, television, internet, print, brochures, direct mail campaigns, catalogs, and sales force efforts
- Conducted independent research on two major retailers to find out the effectiveness of marketing strategies
- Integrated findings into comprehensive marketing research reports

Student Researcher

University of Wisconsin-Eau Claire Marketing Department

Eau Claire, Wisconsin
January 2020 - May 2021

- Conducted primary research on the social psychology topic of Vicarious Embarrassment with faculty in the Marketing and Management department at UW- Eau Claire
- Collaborated with two colleagues under the instruction of advisor Dr. Scott Swanson to collect responses, code data to specific qualitative categories, and analyze information using SPSS
- Presented research at International Collegiate Conference in New Orleans, LA, and received top five recognition internationally

MARKETING EXPERIENCE

Recruit Me Inc.

Engineering and Supply Chain Recruiting Intern

Minneapolis, Minnesota
June 2022 - August 2022

- Consulted with clients to determine job specifications, skill-set requirements, compensation, and contract details to effectively market job opportunities for qualified candidates
- Implemented recruiting strategies designed to identify qualified candidates both locally and nationally
- Analyzed candidates through phone and in-person interviews to screen final candidates for clients

***University of Wisconsin-Eau Claire Career Services
Internship Outreach and Public Relations Intern***

***Eau Claire, Wisconsin
September 2020 - May 2022***

- Researched internship opportunities to create presentations and materials for students
- Promoted the use of Career Services' resources through social media to grow the office's digital outreach
- Presented information on internships to campus organizations and classes
- Created blog postings and press releases on events, career related topics, and the college experience
- Assisted students with resume and cover letter reviews utilizing communication and editing skills
- Coordinated with student workers, staff, and faculty on presentations, events, and outreach activities

***University of Wisconsin-Eau Claire
Integrated Marketing and Communications Intern***

***Eau Claire, Wisconsin
September 2020 - May 2021***

- Contributed to the management of university social media profiles including Instagram, Facebook, Twitter, Snapchat, TikTok, and LinkedIn
- Created graphics, videos, and story posts featuring university events and news
- Generated analytics reports using Sprout Social and Excel to conduct trend analysis for social media content to optimize impressions and engagement
- Wrote and structured detailed blog posts to promote university life and news stories
- Improved engagement and community outreach by interacting with students, alumni, and faculty

***Bemis North America
Marketing Intern***

***Oshkosh, Wisconsin
May 2021 - August 2021***

- Verified prices and bill information on customers' active orders
- Updated quarterly pricing for contract customers and non-contract customers
- Calculated current costs of materials for incoming orders within the liquid market

***APACE Passo
Marketing Intern***

***Fundo, Brazil
June 2019 - July 2019***

- Started and managed social media marketing for the non-profit to build community awareness
- Planned and advertised a benefit concert with the proceeds going to the organization
- Trained incoming interns on operations and the new marketing plan of APACE

VOLUNTEER ACTIVITIES

***University of Wisconsin-Eau Claire
Orientation Mentor***

***Eau Claire, Wisconsin
September 2020, 2021, 2022***

- Collaborated with two staff members on university best practices to present to incoming students
- Organized and presented to incoming students on life at college and campus resources

***University of Wisconsin-Eau Claire
Leadership Living Learning Community Mentor***

***Eau Claire, Wisconsin
September 2020 - May 2021***

- Facilitated leadership themed events to build self-awareness and understanding of leadership for mentees
- Educated and assisted mentees in obtaining leadership involvement on campus and in the community
- Established community and mentor standards with additional three Living Learning Community mentors
- Managed social media account on Facebook and updated web calendar with campus events

LEADERSHIP EXPERIENCE

AIESEC United States

Eau Claire, Wisconsin

National Support Team Sales Coach

July 2022 - Present

- Facilitate weekly coaching calls with AIESEC chapters in the Midwest and Southeast
- Advise AIESEC members in setting goals and key performance indicators customized to geographic region
- Track performance and activity on Podio, a web-based customer relationship management tool
- Host local, regional, and national workshops on best practices and sales strategies

AIESEC United States in Eau Claire

Eau Claire, Wisconsin

Local Committee President

January 2021 - May 2022

- Led, developed, and evaluated an Executive Board of seven Vice Presidents
- Implemented organizational strategies and advised Vice Presidents with strategic planning
- Oversaw and formed relationships with various stakeholders, including the Board of Advisors, alumni, companies, and university administration to further AIESEC US in Eau Claire's mission
- Tracked and managed finances, member learning and development, and the organization's brand
- Represented the local chapter regionally, nationally, and internationally at conferences to ensure the organization is operating in a collaborative and cohesive way

MEMBERSHIPS AND AFFILIATIONS

AIESEC International

September 2021 - Present

American Marketing Association

September 2020 - Present

Digital Analytics Association

September 2020 - Present

Mobile Marketing Association

September 2019 - Present

Data & Marketing Association

September 2019 - Present

CONFERENCES

International Congress-Warsaw, Poland

July 2021

National American Marketing Association Conference-New Orleans, Louisiana

March 2020

AIESEC United States National Conference-Dallas, Texas

January 2020

National American Marketing Association Conference-Las Vegas, Nevada

March 2019

SOFTWARE EXPERIENCE

- Elite Series Client System
- Access
- Visio
- Adobe Photoshop
- Tableau
- Google Analytics
- Nielsen Analytics
- Canva
- Hootsuite
- SPSS
- Microsoft Office
- Podio
- Ensignten
- Mixpanel
- SugarCRM
- Insightly
- Track Maven
- TapClicks