

CAMILLE CLARK

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PROFILE

Motivated and passionate senior at UW-Madison. Brings a dynamic work experience with expertise in various industries and fields.

EDUCATION

University of Wisconsin-Madison, Madison, WI

2022 - anticipated graduation date 2026

Majoring in Communications and Consumer Behavior & Marketplace Studies, with additional certificates in Sports Communications, Digital Studies, and Entrepreneurship.

PROFESSIONAL EXPERIENCE

UW Athletics, Madison, WI

08/2025 - Present

Fan & Game Day Experience Marketing Student Assistant

- Directed marketing and production efforts for the softball program by developing strategic plans and promotional schedules
- Coordinated promotional activities and giveaways for the Wisconsin Men's Hockey Team, collaborating cross-functionally with multiple departments to ensure seamless execution
- Executed promotional and marketing initiatives across various sports, managing in-game activations while providing leadership and guidance to the incoming intern class

Events & Promotional Marketing Intern

08/2024 - 08/2025

- Executed marketing and promotional plans across all Wisconsin Athletics sports, supporting in-game operations and fan engagement initiatives
- Coordinated National Anthem performers and Stars of Tomorrow teams for Women's Basketball
- Collaborated with various departments and individuals to ensure a successful Women's Basketball Education Day event, bringing in over 3,000 local elementary students
- Applied strong interpersonal and communication skills to build rapport, actively listen, and address concerns effectively, ensuring a positive and solution-focused experience for clients and team members

Milwaukee Tool, Milwaukee, WI

05/2025 - 08/2025

Channel Marketing Intern

- Conducted 35+ interviews to gather sales field feedback, identified key operational gaps, analyzed qualitative data, and presented actionable recommendations to support future strategic decision-making
- Collaborated with cross-functional marketing and sales teams to identify and redefine a key sales enablement challenge, conducting surveys, interviews, and data analysis to uncover root issues; proposed a strategic app solution with feature recommendations, budgeting, and developer input, presented to executives for implementation consideration
- Leveraged Microsoft Office tools (Excel, PowerPoint, Word) to analyze complex data, create visual reports, and deliver professional presentations to cross-functional teams, supporting strategic internal decision-making

SOAR, Madison, WI

03/2024 - 05/2025

Operations Assistant

- Excellent communication skills when answering various questions and concerns
- Assisted with greeting over 15,000+ college students and parents at check-in for sessions in the summer
- Helped monitor the phone system and reply to over 200 emails a day with quick responses.

ACTIVITIES AND LEADERSHIP

Sports Business Club (SBC)

09/2022 - Present

Vice President 2025- 2026, Leadership & Development Director 2024 - 2025, Leadership Committee 2023 - 2024

- Planned weekly meetings that provided networking with professionals and planned fundraisers that brought in over \$400
- Coordinated Nashville, TN & Cincinnati, OH, winter trips that had networking opportunities with various Sports Organizations

Association for Women in Sports Media (AWSM)

09/2023 - Present

Vice President 2025-2026, Engagement Committee 2024- 2025

- Attend weekly meetings that provide networking with female professionals in the Sports Business industry
- Help to engage the club by finding speakers and making content with the executive board

Marketing Honorary Society (MKT)

09/2022 - Present

Career Engagement Committee 01/2024- 05/2024, General Member

- Assist with event planning for Chicago Trip, Zebra Dog Trip, and Case Studies
- Attend biweekly meetings that provide networking with professionals from the Marketing Industry

SKILLS

- Leadership, Teamwork, Critical Thinking, Interpersonal Communication, Problem Solving, Time Management