

Jonah Kazmierczak

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EDUCATION

University of Wisconsin

Bachelor of Business Administration

Double Major: Marketing; Management and Human Resources

GPA: 3.74/4.0 (Dean's List Fall '22, Spring '23, Fall '24, and Spring '25)

Madison, WI

December 2025

EXPERIENCES

UrbanAugust, InternationalTie, and ThreadPort

Marketing and Multi-Brand Strategy Director

Madison, WI

June 2025-September 2025

- Partnered with an entrepreneur to manage marketing initiatives across 3 e-commerce brands to drive sales growth
- Filmed, produced, and edited short-form video content for ads and social media, strengthening brand storytelling
- Developed and optimized ad campaigns using Meta and TikTok Ads Manager, contributing to a 32% YOY sales increase, over \$100k sales in Amazon for UrbanAugust and InternationalTie, and driving audience engagement
- Built out website copy and visuals while coordinating influencer outreach and local partnerships, supporting the launch of a new startup brand (ThreadPort) while improving customer acquisition and retention

A Better Solution in Home Care (ABS)

Marketing and Account Management Intern

(Remote) Milwaukee, WI

January 2025-May 2025

- Created and shared eye-catching content to promote ABS to prospective clients and caregivers, utilizing social media analytics to recognize strengths and weaknesses within ABS content strategy to optimize future success
- Managed communications between leads, partners, and ABS corporate to facilitate regional business growth

American Marketing Association (AMA Badgers)

Vice President | Leader of Committees

Madison, WI

May 2024-May 2025

- Led biweekly meetings with the President, planning social events, guest speakers, and volunteer opportunities
- Developed and managed 5 new committees for 80 members focusing on brand management, sales/sponsorships, DEI, media marketing, and community outreach to engage members and overcome challenges AMA encounters

VP of Public Relations | Head of Media Marketing Committee

May 2023-May 2024

- Directed branding for Wisconsin's AMA chapter via market research and social media to build brand recognition
- Created content/graphics to inform, persuade, and motivate students to join AMA and be active club members

PROJECTS

League of Women's Voters

Marketing Intern | Brand Management & Strategy

September-December 2024

- Conducted market research on Milwaukee high school students to film enticing video content encouraging voting
- Created targeted digital marketing content that was successfully launched during election season in Milwaukee

Fantasy Flock

Digital Marketing Strategy | Intro to Digital Marketing

January-May 2024

- Developed a 14-page digital marketing strategy for a fantasy sports media company involving short-form media content strategies, SEO, and email optimization in order to boost brand awareness and increase fan conversion

SKILLS & CERTIFICATIONS

- Google's AI-Powered Shopping Ads Certification, focusing on the fundamentals of Shopping Ad Campaigns
- Digital Marketing (Content Creation, Data Analytics: Excel, Google Suite, LinkedIn/Meta/TikTok Analytics)
- Graphic Design and Editing (Canva, CapCut, Adobe Creative Cloud: Photoshop, Premiere Rush, Premiere Pro)