

Addisyn Bordthauser

Marketing Major

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EXPERIENCE

Ash & Olive Hair Studio, Superior, WI — Social Media & Front Desk Coordinator
August 2025 – Present

- Managed client interactions, appointment scheduling, and check-ins to ensure a seamless customer experience.
- Created and managed social media content, including photos, videos, Instagram posts, and Reels.
- Designed engaging visuals with Canva to reflect the salon's brand identity.
- Assisted with daily operations and collaborated on marketing to boost client engagement.

Maurices, Red Wing, MN — Stylist
March 2022 – January 2025

- Delivered exceptional customer service by warmly greeting shoppers, anticipating their needs, and creating a welcoming environment that prioritized customer satisfaction.
- Maintained a clean, organized store and made appealing clothing displays.
- Managed inventory and accurately handled transactions using the POS system.

City of Red Wing, Red Wing, MN — Marina Staff
June 2023 – Present

- Assisted with docking large yachts in all weather conditions, ensuring safe and efficient operations.
- Coordinated fueling and waste removal while demonstrating strong problem-solving and time management skills.

RSOP Staff, UMD Duluth, MN — Group Fitness Instructor
August 2025 – Present

- Led energetic fitness classes for participants of all levels.
- Delivered safe, effective workouts with modifications to accommodate diverse abilities.
- Inspired participants to build confidence, develop a love for group fitness, and adopt long-term healthy habits.
- Fostered an inclusive, motivating environment encouraging consistency, personal growth, and a positive mindset toward overall well-being

SKILLS

-Customer Service & Communication
-Time Management
-Problem-Solving
-Leadership & Teamwork
-Organization & Reliability
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-Creative Styling & Visual
-Merchandising
-POS System Experience
-Brand Awareness and Promotion
-Basic media editing
-Adaptability in Fast-Paced Environments

AWARDS

Lettering in Service Learning – Over 100 hours of community service

National Honor Society – Member and active community volunteer

Lettering in Academics – All four years of high school

Highest Honors – Graduated with over 11.5 GPA

Oliver L. and Romelle M. Gilchrist Scholarship Recipient

CERTIFICATIONS

CPR certified

EDUCATION

Ellsworth High School, Ellsworth, WI

I graduated from Ellsworth High School in May of 2024.

University of Minnesota, Duluth
Currently a sophomore completing my BBA