ALEXANDRA HUGDAHL

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**EDUCATION**

**University of Wisconsin-Madison May 2024**

Major: Marketing, Management, and Entrepreneurship Certificate: Spanish, Digital Studies

* **GPA:** 3.963
* **Honors:** Dean’s List and Direct Admit Student in the Wisconsin School of Business, Wisconsin School of Business Scholarships, Wisconsin Alumni Association Scholarship, Google Analytics Certificate

**Libertyville High School August 2016-May 2020**

* **Accomplishments:** GPA 4.4, Honor roll all 8 semesters, Business Department Outstanding Student Award, Spanish Award for Academic Achievement

**EXPERIENCE**

**Kraft Heinz Company June 2023-August 2023**

Marketing Intern

* Execute brand strategy on a 2024 Jell-O product innovation project with projected revenue ~10 MM
* Conduct market analysis and provide support in the form of briefs and cross-functional collaboration
* Analyze category data and inform 15 team members on changes in velocity, distribution, and market trends

**Center for Association Resources May-October 2022**

Marketing and Communications Intern

* Develop membership recruitment plans and implement them using email-blasts, social media, and websites
* Collaborate with clients and teams on graphic design pieces and goal setting
* Conduct surveys to gather customer insight and utilize the feedback to improve operations
* Create innovative and functional resources for clients

**University of Wisconsin-Madison**

Digital Marketing Teaching Assistant- Grader **February 2022-May 2022**

* Graded 150-300 weekly assignments and provided helpful feedback to undergraduate and graduate students
* Reviewed digital marketing materials and met weekly with the professor to discuss class grading

**Ultimate Ninja Gym July 2019-August 2021**

Front Desk Associate/Course Attendant

* Communicated with customers efficiently to facilitate events and improve customer experience
* Supported customers through obstacles and enhanced ninja events with positive leadership and spirit

**ACTIVITIES**

**Service:** over 340 hours of community service, Kappa Alpha Theta, National Honor Society, Sunday Church School

**Leadership and Involvement:** President of Orthodox Christian Fellowship, American Marketing Association (Community Outreach Committee, Social Committee), Kappa Alpha Theta, Business Connect

**SKILLS**

Spanish language, problem-solving, communication, proficient in Excel