

Emma Hause

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Education and Honors

University of Wisconsin - Madison

Madison, WI

Bachelor of Science: Consumer Behavior and Marketplace Studies | GPA 3.907 **May 2026**

Entrepreneurship Certificate, Digital Studies Certificate | GPA 4.0

- Dean's List - 4 semesters
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Experience

Digital Marketing Experience

The Shop by EBNS

Madison, WI

Digital Marketing Intern

January 2024 - Present

- Manage social media profiles and schedule engaging posts, stories, and short-form videos.
- Interact with followers by responding to comments, messages, and customer inquiries.
- Monitor analytical data to improve brand awareness and drive store traffic.
- Help develop newsletters to highlight promotions, events, and updates.
- Network with small businesses and other professionals to plan events around Madison.

Hospitality and Tourism Experience

Dells Boat Tours

Wisconsin Dells, WI

Boat Tour Guide // Tour Guide of the Year 2023, Outstanding Service Award 2024

May 2022 - Present

- Engage with hundreds of tourists daily, providing exceptional customer service and addressing their needs accordingly.
- Adapt and customize tours to ensure an enjoyable experience for guests.
- Demonstrate enthusiasm and professionalism in all interactions by being transparent when comments, questions, or concerns are brought to my attention.
- Acquire and retain comprehensive knowledge and history about the Wisconsin River, conveying it to guests to enhance their experience.
- Communicate with 200+ guests via public speaking and private interactions.
- Collaborate with other coworkers about locations, directions, and proper procedures to ensure the safety of crew and passengers.

Notable Skills and Activities

Skills: Written and Verbal Communication, Teamwork and Collaboration, Leadership, Public Speaking, Adobe Creative Suite, Canva, Microsoft Excel/Word/Powerpoint, Mintel, Infegy, HubSpot.

Activities: Student Retail Association Member