

Katherine Chiu

20740 Bartlett Ct | Brookfield, WI 53045 | (262) 327-8672 | kchiu116@gmail.com

Education

University of Wisconsin - Madison

Madison, WI

Degree: Bachelor of Business Administration

June 2026

Major: Marketing | Minor: Digital Studies

Experience

Wisconsin School of Business - Multicultural Center

Madison, WI

Digital Marketing Intern

August 2023 - Present

- Help in the creation of social media and other marketing content such as Instagram & LinkedIn.
- Provide insight on current trends and programs that would meet the needs of various multicultural students.
- Maintain the WSB Multicultural Center newsletter.

Northwestern Mutual

Milwaukee, WI

Digital Marketing Intern

May 2024 - August 2024

- Gain a better understanding of marketing through reporting to 3 different teams: Web & Digital Experience, Media, and Social Media.
- Carry out various roles and responsibilities within each area, including pulling NMX Weekly Metrics, creating acquisition and nurturing landing pages within the CMS, and creating a social media content calendar.
- Develop recommendations to improve Marketing Leadership Team's personalization strategy, and present to NM executive leadership at the end of internship.

Joann Stores

Brookfield, WI

Sales Floor Team Member

January 2023 - Present

- Ensure a positive customer experience through everyday transactions and maintain exceptional customer service skills.
- Answer questions regarding the floor layout and/or product pricing in a helpful and professional manner.
- Communicate effectively with other team members and customers to problem solve and work towards improving the overall shopping experience.

Elmbrook Education Foundation

Brookfield, WI

Social Media Marketing Intern

September 2021 - June 2022

- Promote the EEF's mission through 3 social media platforms in order to reach the community and their target audience.
- Utilize graphic design skills to create promotional materials and advertisements that inform the community about the EEF's events.
- Apply marketing skills to encourage businesses to sponsor and collaborate with the Elmbrook Education Foundation.
- Increase overall revenue and sponsorships by 50% over a 10 month period through promotions and events.

Katherine Chiu

20740 Bartlett Ct | Brookfield, WI 53045 | (262) 327-8672 | kchiu116@gmail.com

Involvement

MKT Honorary Marketing Society

Madison, WI

Director of Diversity, Equity & Inclusion

June 2024 - Present

- Gain knowledge of potential career opportunities by attending corporate and employer presentations.
- Plan and host social events centered around diversity, equity and inclusion in the School of Business.
- Maintain professional communication skills with potential corporate sponsors and executive board members.

Business Relations Chair

Sept 2023 - June 2024

- Gain knowledge of potential career opportunities by attending corporate and employer presentations.
- Handle catering orders for each general member meeting and work with local restaurants to create stronger business relationships.
- Maintain professional communication skills with potential corporate sponsors, such as Northwestern Mutual, Uline, and SC Johnson.

American Marketing Association

Madison, WI

Diversity, Equity, & Inclusion Committee Lead

Sept 2022 - June 2023

- Gain knowledge of potential career opportunities by attending corporate and employer presentations.
- Create and send out AMA DEI newsletters to club members to inform them of upcoming DEI events.
- Promote the importance of diversity, equity, and inclusion within the organization.

Skills - Proficient in social media and graphic design, proficient in Microsoft Excel

Certifications - Adobe Photoshop/Illustrator Certified - view my certification [here](#)