

# Liza Hodge

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## EDUCATION

**University of Wisconsin, Madison, Wisconsin**

**Bachelor of Science: Life Sciences and Communication** - Anticipated: May 2022

**Bachelor of Arts: Gender Women Studies** – Anticipated: May 2022

**Certificates:** Digital Studies

## WORK EXPERIENCE

**Digital Marketing Intern • Dementia Matters Podcast** – January to May 2021 -- Madison, WI

- Created market summary reports, social media posts and market analysis for new podcast.
- Established target audience; responsible for content creation and research.

**Private Wealth Management Intern • Baird** – May 2020 to August 2020 -- Milwaukee, WI

- Assist financial advisors and client specialists with projects to support clients
- Developed marketing pitch book for client meetings with financial advising staff
- Conducted Nextgen research and repositioned target markets within client outreach

**Sales and Marketing Intern • Jones Dairy Farm** - Summer of 2019 -- Fort Atkinson, WI

- Contributed to the planning and execution of national sales event
- Created profitability reports using Cognos.
- Researched timing and placement of social media marketing.
- Researched sales and marketing campaigns to target a specific demographic.
- Discovered the power of point-of-sale purchase support signage and customer outreach.

**Founder and Co-Owner • Ruby Jane Petals** - Seasonal 2015-Present -- Janesville, WI

- Created advertising/social media campaign, postcards, and business cards.
- Raised flowers and re-purposed vases and jars; arranged and delivered flowers.
- Used customer services and time management to get delivers out on time

**Farmer • The Good Acres Farms** - Seasonal 2012-present -- Janesville, WI

- Responsible for daily care of chickens, lambs, heifers and gardens.
- Maintained buildings and fences; created test plot of heirloom pumpkins.

## PROFESSIONAL/COMMUNITY EXPERIENCE

**President of Recruitment/Pan-Hellenic Association Pi Beta Phi** – August 2018 – present Madison, WI

- Organized recruitment process with team of 10, involving 1500 women
- Facilitated workshops, diversity training for current and prospective members.
- Trained members on Zoom and Omega Recruit Software during COVID-19
- Hired and trained RHO Gammas
- Adapted to make creative ways to meet and train during the Pandemic

**Research Intern • The Rock County Historical Society** – Jan. 2017- June 2018 -- Janesville, WI

- Conducted research for new collections, exhibits and events for education director.
- Planned and publicized “Sunday Dinner: Farm to Table Feast.”
- Publicized events through social media and printed materials.

**Advisory Board Member • Janesville Performing Arts Center** Sept. 2017-June 2018 -- Janesville, WI

- Founding member of 20-person board. Served as secretary: communicated goals and objectives.
- Crafted mission statement; managed event publicity with citywide distribution.