**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.