

Madelyn Gonzalez

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EDUCATION

University of Wisconsin – Madison

Bachelor of Science in Consumer Behavior and Marketplace Studies

Certificates in Entrepreneurship and Digital Studies

Cumulative GPA: 3.6/4.0

Madison, WI

Expected Graduation: May 2023

RELEVANT COURSEWORK

Consumer Behavior, Consumer Engagement Strategies, Consumer Finance, Consumer Insight, Consuming Happiness, Digital Communication, Entrepreneurial Management, Fundamentals of Accounting and Finance, Introduction to Retailing, Microeconomics, Product Development Strategies in Retailing, Retail Financial Analysis, Retail Leadership Symposium

EXPERIENCE

Geneva Supply

Social Media & Digital Marketing Intern

Menomonee Falls, WI

June 2022-Present

- Curated and implemented a robust content calendar for organic and paid social media posts across five platforms
- Identified target audiences, produced email lists in HubSpot, and created content for email marketing campaigns
- Tracked, analyzed, and reported on social media metrics to determine campaign performance and effectiveness
- Researched and analyzed keywords and identified opportunities for improved SEO

Gordy's Boathouse

Manager

Fontana, WI

June 2021-Present

- Monitor the dining room and make seating changes as necessary, and address any customer concerns or wishes appropriately
- Train service staff to enhance customer service and increase profits through suggestive selling
- Evaluate staff performance and provide constructive feedback to improve overall productivity

Waitress

June 2020-Present

- Assure that all customers' needs are satisfied, and their experience is nothing but exceptional
- Function in a fast-paced, high-pressure environment to ensure an efficient running of the restaurant
- Communicate effectively and use quick problem-solving skills to ensure the team is functioning cohesively

Hostess

April 2017-June 2020

- Organized and scheduled reservations for over 300+ people per night to ensure that dining ran smoothly, and the staff was able to operate efficiently
- Supervised other employees and provided training when needed to ensure all employees were prepared to provide exceptional service
- Communicated with customers and staff to guarantee that any concerns were promptly addressed, and guests left happy

LEADERSHIP AND INVOLVEMENT

Student Retail Association- University of Wisconsin-Madison

Active Member

Madison, WI

Spring 2021-Spring 2022

- Strengthened industry knowledge by attending company presentations
- Actively participated in monthly meetings
- Participated in monthly community service activities

Advertising Club- University of Wisconsin-Madison

Active Agency Member

Madison, WI

Fall 2021-Spring 2022

- Strengthened clients' social media presence and increased brand awareness through robust content creation
- Analyzed brand data and campaign and content performance and translate it into actionable business recommendations
- +435% Accounts Reached, +13,100% Accounts Engaged, +9.6% Total Followers

CERTIFICATIONS

MS Excel Proficiency Course Certificate- Wisconsin School of Business

August 2021