

# Marissa Sherman

301-326-5710 | mcsherman@wisc.edu | 5209 Portsmouth Road, Bethesda, Maryland 20816

---

## EDUCATION

### University of Wisconsin-Madison

Intended Degree: Bachelor of Business Administration

Intended Major: Marketing

Madison, WI

May 2023

---

## WORK EXPERIENCE

### IL MAKIAGE

Brand Experience Intern

New York, NY

May 2020 - Present

- Supports customer outreach, content partnerships, and relationship building via social channels
- Develops websites, quizzes, and other materials for a variety of stakeholders
- Researches, analyzes, and tracks over 100 key brand indicators and trends relevant to the industry
- Identifies new opportunities for engagement & growth across all social media platforms
- Collaborates with team members to ensure projects were completed efficiently

### UW-Madison RecWell

Fitness Monitor

Madison, WI

November 2019 - Present

- Checks participants into group fitness classes to ensure a smooth start to class through quick check-ins
- Answers all questions about the group fitness schedule and specific formats of offered classes

### Camp Louise

Counselor & Lifeguard; Cornerstone Fellow

Cascade, MD

Summer 2019, 2020

- Supervised campers; assisted at lifeguarding stations; participated in staff training and workshops
- Planned and facilitated Israeli cultural programming (300+ campers) and attended a weeklong training

### WTS International

Marketing Intern

Rockville, MD

September 2018 - May 2019

- Provided marketing support; designed holiday promotions, social media campaigns, and articles related to wellness
- Updated documents, created brand specific marketing materials, spreadsheets, and content for online presence

---

## LEADERSHIP & INVOLVEMENT

### Business, Badgers, And Beyond

Marketing Director

October 2019 - Present

May 2020 - Present

- Creates posts and flyers to promote events surrounding our volunteer and business opportunities
- Share information about upcoming events and other events happening within Wisconsin School of Business

### CHAARG

Secretary

July 2020 - Present

- Takes weekly attendance, minutes, and creates eventbrite links for all events
- Leads workout class of 10 members each week with enthusiasm and passion for each activity

### The Women's Network (TWN)

Campus Ambassador

February 2020 - Present

- Posts content online and around campus to promote TWN messaging and promote meetings
- Networks with female students and holds bi-weekly meetings with speakers, workshops, and events

### Spoon University

Marketer

January 2020 - Present

- Creates social media ideas & posts based on restaurants in the Madison area
- Develops creative captions and posts for instagram

---

## COMMUNITY WORK

Wisconsin Admissions Volunteer (WAV)

September 2019 - Present

- Assists with contacting, connecting with, and enrolling top-quality students from across the country

Humorology, Cast Member

October 2019 - April 2020

- Fundraises for "Blessings in a Backpack;" attends regular cast practices and rehearsals

---

## SKILLS

- Fluent in Squarespace, Qualtrics, Typeform, Questionpro, Adobe Photoshop, Adobe Premier, Canva, p5.js, & Rhino
- Certified by American Red Cross in Lifeguarding, First Aid, CPR, AED, and as a Pool Operator