

Maya B. Tegman

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Education

University of Wisconsin-Madison

Madison, WI

Bachelor of Science in Consumer Behavior & Marketplace Studies, Certificates in Entrepreneurship and Digital Studies

Intended May 2027

Employment

Maritz

St. Louis, MO

Digital Marketing Intern

June 2025 - Present

- Assessed and documented digital marketing content quality for 25+ automotive dealership websites and social media, identifying and recording issues impacting user experience and brand reputation.
- Tested and evaluated dealership websites utilizing mystery shops and mobile site functionalities, such as online chat and contact information, ensuring timely responses to customer inquiries and accuracy of posted data.
- Provided management with detailed status updates on review progress and collaborated with team members to complete SEO scorecards and other digital marketing deliverables.

Shaare Emeth Summer Camp

St. Louis, MO

Camp Counselor

May - August 2024

- Led groups of 200 campers ages 5-12, ensuring their safety and well-being while encouraging participation in various activities.
- Developed and taught diverse programs, including arts and crafts, sports, and outdoor adventures tailored to the interests and abilities of campers.

Experience and Leadership

University of Wisconsin-Madison Panhellenic Association

Madison, WI

Executive Board Member, Vice President of Administration

January 2025- Present

- Lead amongst an Executive Board serving 14 Sororities to ensure organizational, marketing, and outreach goals.
- Create content through the Association's Instagram to inform and engage potential and current members.
- Budget and communicate with the UW Credit Union to allow for up-to-date financial information.
- Contact 14 sororities regarding semester dues to organize finances and log everything transferred in and out.
- Collect all chapters' financial transparency information to combine and design into a user-friendly presentation.

Wisconsin Marketing Organization, Wisconsin School of Business

Madison, WI

Project Manager

September 2023 - Present

- Produce high-quality videos and photos utilizing graphic design principles to enhance visual content across various social media platforms, leading to increased engagement and audience interaction.
- Utilize advanced data analysis to optimize social media accounts and inform the business while driving significant engagement to create actionable results with the understanding and usage of Excel.
- Manage and execute data-driven social media strategies through content plans to enhance brand visibility and engagement. This approach results in increased follower growth and user interactions using digital and social media marketing techniques.

Chabad Madison

Madison, WI

Chabad Leadership Council Board Member

September 2024 - Present

- Collaborate with fellow board members to plan and implement interactive events aimed at increasing student participation.
- Volunteer with the Chabad organization to promote Jewish educational and cultural events by cooking, setting up, and or serving.

Activities & Honors

Phi Upsilon Omicron

Madison, WI

Active Member

October 2025 - Present

- Recently inducted into the National Honor society in family and consumer sciences

Sigma Delta Tau, Alpha Nu Chapter

Madison, WI

Active Member

September 2023 - Present

- Participate in philanthropy and sisterhood events for Jewish Women International and Prevent Child Abuse America.
- Involved with the banner committee to create banners for events and recruitment.