

# 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.