

Blu Blugold

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EDUCATION

University of Wisconsin-Eau Claire
Bachelor of Business Administration
Major: Marketing
Minor: Management

Eau Claire, Wisconsin
May 2025

AWARDS AND SCHOLARSHIPS

Coca-Cola Scholars Program Scholarship
Caestecker Scholarship

September 2022 - Present
September 2021 - May 2022

RELEVANT COURSEWORK

- Business Writing
- Business Presentations
- Legal and Regulatory Environment
- Strategic Management
- Buyer Behavior
- Marketing Communications and Promotion
- Marketing Research
- International Marketing
- Marketing Analytics and Technology
- Advanced Marketing for Entrepreneurs

RESEARCH PROJECTS

Marketing Researcher

University of Wisconsin-Eau Claire Marketing Department

*Eau Claire, Wisconsin
January 2024 - May 2024*

- Formulated and compiled data for inclusion in a statistical analysis report
- Performed relative analyses based on advertising models including radio, television, internet, print, brochures, direct mail campaigns, catalogs, and sales force efforts
- Conducted independent research on two major retailers to find out the effectiveness of marketing strategies
- Integrated findings into comprehensive marketing research reports

Student Researcher

University of Wisconsin-Eau Claire Marketing Department

*Eau Claire, Wisconsin
January 2022 - May 2022*

- Conducted primary research on the social psychology topic of Vicarious Embarrassment with faculty in the Marketing and Management department at UW- Eau Claire
- Collaborated with two colleagues under the instruction of advisor Dr. Scott Swanson to collect responses, code data to specific qualitative categories, and analyze information using SPSS
- Presented research at International Collegiate Conference in New Orleans, LA, and received top five recognition internationally

MARKETING EXPERIENCE

Recruit Me Inc.

Engineering and Supply Chain Recruiting Intern

*Minneapolis, Minnesota
June 2024 - August 2024*

- Consulted with clients to determine job specifications, skill-set requirements, compensation, and contract details to effectively market job opportunities for qualified candidates
- Implemented recruiting strategies designed to identify qualified candidates both locally and nationally
- Analyzed candidates through phone and in-person interviews to screen final candidates for clients

***University of Wisconsin-Eau Claire Career Services
Internship Outreach and Public Relations Intern***

***Eau Claire, Wisconsin
September 2023 - May 2024***

- Researched internship opportunities to create presentations and materials for students
- Promoted the use of Career Services' resources through social media to grow the office's digital outreach
- Presented information on internships to campus organizations and classes
- Created blog postings and press releases on events, career related topics, and the college experience
- Assisted students with resume and cover letter reviews utilizing communication and editing skills
- Coordinated with student workers, staff, and faculty on presentations, events, and outreach activities

***University of Wisconsin-Eau Claire
Integrated Marketing and Communications Intern***

***Eau Claire, Wisconsin
September 2022 - May 2023***

- Contributed to the management of university social media profiles including Instagram, Facebook, Twitter, Snapchat, TikTok, and LinkedIn
- Created graphics, videos, and story posts featuring university events and news
- Generated analytics reports using Sprout Social and Excel to conduct trend analysis for social media content to optimize impressions and engagement
- Wrote and structured detailed blog posts to promote university life and news stories
- Improved engagement and community outreach by interacting with students, alumni, and faculty

***Bemis North America
Marketing Intern***

***Oshkosh, Wisconsin
May 2022 - August 2022***

- Verified prices and bill information on customers' active orders
- Updated quarterly pricing for contract customers and non-contract customers
- Calculated current costs of materials for incoming orders within the liquid market

***APACE Passo
Marketing Intern***

***Fundo, Brazil
June 2021 - July 2021***

- Started and managed social media marketing for the non-profit to build community awareness
- Planned and advertised a benefit concert with the proceeds going to the organization
- Trained incoming interns on operations and the new marketing plan of APACE

VOLUNTEER ACTIVITIES

***University of Wisconsin-Eau Claire
Orientation Mentor***

***Eau Claire, Wisconsin
September 2022, 2023, 2024***

- Collaborated with two staff members on university best practices to present to incoming students
- Organized and presented to incoming students on life at college and campus resources

***University of Wisconsin-Eau Claire
Leadership Living Learning Community Mentor***

***Eau Claire, Wisconsin
September 2022 - May 2023***

- Facilitated leadership themed events to build self-awareness and understanding of leadership for mentees
- Educated and assisted mentees in obtaining leadership involvement on campus and in the community
- Established community and mentor standards with additional three Living Learning Community mentors
- Managed social media account on Facebook and updated web calendar with campus events

LEADERSHIP EXPERIENCE

AIESEC United States

Eau Claire, Wisconsin

National Support Team Sales Coach

July 2024 - Present

- Facilitate weekly coaching calls with AIESEC chapters in the Midwest and Southeast
- Advise AIESEC members in setting goals and key performance indicators customized to geographic region
- Track performance and activity on Podio, a web-based customer relationship management tool
- Host local, regional, and national workshops on best practices and sales strategies

AIESEC United States in Eau Claire

Eau Claire, Wisconsin

Local Committee President

January 2023 - May 2024

- Led, developed, and evaluated an Executive Board of seven Vice Presidents
- Implemented organizational strategies and advised Vice Presidents with strategic planning
- Oversaw and formed relationships with various stakeholders, including the Board of Advisors, alumni, companies, and university administration to further AIESEC US in Eau Claire's mission
- Tracked and managed finances, member learning and development, and the organization's brand
- Represented the local chapter regionally, nationally, and internationally at conferences to ensure the organization is operating in a collaborative and cohesive way

MEMBERSHIPS AND AFFILIATIONS

AIESEC International

September 2023 - Present

American Marketing Association

September 2022 - Present

Digital Analytics Association

September 2022 - Present

Mobile Marketing Association

September 2021 - Present

Data & Marketing Association

September 2021 - Present

CONFERENCES

International Congress-Warsaw, Poland

July 2023

National American Marketing Association Conference-New Orleans, Louisiana

March 2022

AIESEC United States National Conference-Dallas, Texas

January 2022

National American Marketing Association Conference-Las Vegas, Nevada

March 2021

SOFTWARE EXPERIENCE

- Elite Series Client System
- Access
- Visio
- Adobe Photoshop
- Tableau
- Google Analytics
- Nielsen Analytics
- Canva
- Hootsuite
- SPSS
- Microsoft Office
- Podio
- Enlighten
- Mixpanel
- SugarCRM
- Insightly
- Track Maven
- TapClicks