

Blu Blugold

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EDUCATION

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

Eau Claire, WI
Expected May 2026

AWARDS AND SCHOLARSHIPS

Coca-Cola Scholars Program Scholarship
Caestecker Scholarship

September 2024 - Present
September 2022 - May 2023

RELEVANT COURSEWORK

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

RESEARCH PROJECTS

Marketing Researcher

Eau Claire, WI

University of Wisconsin-Eau Claire Marketing Department

January 2025 - May 2025

- 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

Eau Claire, WI

University of Wisconsin-Eau Claire Marketing Department

January 2023 - May 2023

- 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. Minneapolis, Minnesota
Engineering and Supply Chain Recruiting Intern June 2025 - August 2025

- 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 Eau Claire, WI
Internship Outreach and Public Relations Intern September 2024 - May 2025

- 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 Eau Claire, WI
Integrated Marketing and Communications Intern September 2023 - May 2024

- 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 Oshkosh, WI
Marketing Intern May 2023 - August 2023

- 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 Fundo, Brazil
Marketing Intern June 2022 - July 2022

- 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 Eau Claire, WI
Orientation Mentor September 2023, 2024, 2025

- 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 Eau Claire, WI
Leadership Living Learning Community Mentor September 2023 - May 2024

- 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

AIIESEC United States Eau Claire, WI
National Support Team Sales Coach July 2025 - Present

- Facilitate weekly coaching calls with AIIESEC chapters in the Midwest and Southeast
- Advise AIIESEC 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
Local Committee President

Eau Claire, WI
January 2024 - May 2025

- 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 2024 - Present
American Marketing Association	September 2023 - Present
Digital Analytics Association	September 2023 - Present
Mobile Marketing Association	September 2022 - Present
Data & Marketing Association	September 2022 - Present

CONFERENCES

International Congress-Warsaw, Poland	July 2024
National American Marketing Association Conference-New Orleans, Louisiana	March 2023
AIESEC United States National Conference-Dallas, Texas	January 2023
National American Marketing Association Conference-Las Vegas, Nevada	March 2022

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