

# Samantha Wendt

[sjwendt609@gmail.com](mailto:sjwendt609@gmail.com) | [LinkedIn](#)

---

## EDUCATION

---

### University of Wisconsin – La Crosse

La Crosse, Wisconsin

**Bachelor of Science:** May 2025

**Major:** Marketing      **Minor:** Digital Media & Design

**Dean's List:** Fall 2021, 2022 & Spring 2022, 2023, 2024,

**GPA:** 3.7

## MARKETING EXPERIENCE

---

### Student Coordinator, Marketing & Events | UWL Rec Sports

La Crosse, Wisconsin

January 2023 – Present

- Created social media posts and managed participants' engagement – build reports
- Promoted different areas of the Recreational Eagle Center in creative engaging ways
- Lead coordinator during events

### Director of First Impression Internship | La Crosse Loggers

La Crosse, Wisconsin

May 2024 – August 2024

- Work with GM to go over all promos, sponsors, themes, and assist in on-field promos
- Lead Front Gates during Logger games to welcome all guests into the ballpark and scanned all tickets

### Community Involvement Internship / Festival Foods

Green Bay/La Crosse, Wisconsin

June 2022 – August 2022, June 2023 – August 2023

May 2024 – August 2024

- Coordinate on-site event set-up and execution – Activations, social media, and collaboration with community partners
- Transport Big Carts to various events using cargo van & trailer

## TECHNICAL SKILLS/CERTIFICATIONS

---

- **Computer Skills** – Adobe Design (InDesign, Illustrator, Photoshop), Microsoft Office (Access, Excel, Word, PowerPoint), FlowCode, CapCut, TikTok
- **Social Media Tools** – Canva, Loomly, Instagram, Facebook, LinkedIn
- **Certifications** – Google Analytics IQ, Google Ads Search, Google Ads Display, HubSpot Social Media Marketing, HubSpot Email Marketing, & Wix Certification

## ADDITIONAL WORK/VOLUNTEER EXPERIENCE

---

### Women In Business | UW-La Crosse

La Crosse, Wisconsin

September 2024 – Present

### Student Inclusive Networking Committee | Rec Sports

La Crosse, Wisconsin

September 2024 – Present

### Emergency Response Team | Rec Sports

La Crosse, Wisconsin

January 2024 – Present

### Student Advisory Council | Rec Sports

La Crosse, Wisconsin

January 2023 – May 2024

### Marketing & Events Supervisor | Rec Sports

La Crosse, Wisconsin

August 2022 – December 2022