

Samantha Wendt

Social Media, Digital & Creative Marketing Specialist
La Crosse WI,

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EDUCATION:

**B.A. – Marketing,
Minor in Digital Media & Design**
University of Wisconsin – La Crosse
La Crosse WI,
● Dean’s List
● GPA: 3.7
Expected Graduation: May, 2025

LEADERSHIP:

**UWL Rec Sports Emergency
Response Team Committee**
Co-Chair
2023 – 2025
**UWL Rec Sports Student
Inclusive Networking
Committee**
Representative
2024 – 2025
**UWL Rec Sports Student
Advisory Council**
Representative
2023 – 2025

AWARDS:

Sue White Directors Award
(2023)
**Rec Sports Marketing
Outstanding Leadership**
(2023)
**Rec Sports Marketing
Outstanding Leadership**
(2024)

SOFTWARE:

Adobe Creative Suite
Illustrator, Photoshop, Lightroom,
Premiere Pro, Indesign
Microsoft Office
Word, Excel, Onedrive, Teams
Social Media Platforms
Instagram, Facebook, Tiktok,
LinkedIn,
AI & Social Content Creating
ChatGPT, DALL E, Canva, Loomly,
Monday, CapCut, Wix

CERTIFICATIONS:

Google Certifications
Analytics IQ, Ads Search, Ads
Display
HubSpot Certifications
Social Media Marketing & Email
Marketing

PROFILE:

I am a social media and digital marketing specialist from Green Bay, WI. I have 4 years of social media and digital marketing experience of creating engaging, creative content that connects with audiences. I thrive at the intersection of strategy and storytelling, with a passion for social media and sports marketing. I also have complementary experience in multimedia photography and cinematography. Check out my portfolio website for a sample of my work.

SOCIAL MEDIA & MARKETING EXPERIENCE:

Marketing & Events Student Coordinator

University of Wisconsin – La Crosse Rec Sports – La Crosse WI,
December 2022 – Present

- Planned & coordinated 10+ annual events, some amassing 2000+ participants
- Lead coordinator for all event
- Created 300+ digital, print, informational, social media, & video graphics for events, initiatives, campaigns, club sports, and policies under Rec Sports
- Created social media calendar and managed community engagement
- Helped drive 33% increase in participation for annual community 5k
- *Recipient of Sue White Directors Award, given to select staff for servant leadership, and exemplary achievement within the UW – La Crosse Rec Sports department.*

Director of First Impression Intern

La Crosse Loggers Baseball Club – La Crosse WI,
April 2024 – August 2024

- Worked 55+ summer collegiate baseball and softball games
- Led front gates operations during Loggers and Steam games, providing a welcoming experience for 1,000–2,000+ guests arriving at the ballpark
- Collaborated with General Manager & Fan Engagement Intern to review & execute nightly promotions, 30+ sponsor activations, and 20+ themed events
- Utilized ticketing system to efficiently scan & validating tickets
- Assisted in organizing and executing 20+ on-field promotions, enhancing fan engagement and entertainment during games
- Served as fill in DJ for both Loggers and Steam games, coordinating player walk-up music, & managing a song catalog in the team’s music database
- Served as fill in Fan Engagement Intern for Logger games

Community Involvement Intern

Festival Foods – Onalaska WI,
May 2024 – August 2024

- Collaborated with the Community Involvement & Festival Social Media teams to promote 15+ events on behalf of Festival Foods, increasing visibility & engagement
- Oversaw logistics for 32 Festival Foods Fireworks events across Wisconsin, coordinating with fireworks partners, city officials, and event planners
- Assisted with Festival Foods Turkey Trot sponsorship packages, on-site activations, and partnership coordination with 10+ community organizations
- Actively embodied Festival Foods’ brand values, as a Brand Ambassador

Community Involvement Big Cart Intern

Festival Foods – De Pere WI,
May 2022 – August 2022 & May 2023 – August 2023

- Coordinated on-site event set-up and execution, including activations, social media promotion, community partner collaboration, event engagement, and the development of onsite promotional plans.

UWL Women’s Track & Field Social Media

University of Wisconsin – La Crosse – La Crosse WI,
November 2024 – Present

- Captured photos and videos of the track and field team, documenting key moments and events for promotional and team engagement purposes.

Marketing & Events Supervisor

University of Wisconsin – La Crosse Rec Sports – La Crosse WI,
August 2022 – December 2022

SKILLS:

