

Rebekah Stacey

Mifflin St, Madison, WI | 262-416-8981 | rstacey@wisc.edu

EDUCATION

University of Wisconsin - Madison

Major: Marketing

Certificates: Digital Studies, Graphic Design

Madison, WI

May 2024

St. Norbert College - De Pere

Major: Marketing

De Pere, WI

May 2020

EXPERIENCE

Target

Service advocate

Madison, WI

October 2020-Present

- Directed 15 to 25 other front end team members to different work stations to ensure proper coverage in those areas while efficiently running the front ends break schedule
- Provided guests with attentive and personalized assistance to ensure each guest had a great experience
- Opened and closed 27 registers, and kept track of cash and check sales for the day by counting the money in all the registers and auditing the safe every morning

Employ Milwaukee

Marketing intern

Milwaukee, WI

June 2020-August 2020

- Collaborated with a diverse group of students to create a business and a product in just 12 weeks that offered a solution for aging Baby Boomers who wanted to maintain their independence
- Conducted in-depth market research to identify key demographic and psychographic characteristics to create an effective marketing strategy
- Ensured group stayed on task by recentering discussion and delegating individual projects ensuring that all deadlines were met allowing us to get active feedback from managers 3 times before apprenticing

INVOLVEMENT ACTIVITIES

American Marketing Association

Apparel committee member

Madison, WI

September 2021-Present

- Created more than 5 designs for several products for sale in the online club store to raise money for club activities
- Collaborated with the executive board to tweak designs into products that will increase sales from last year by 6%

Social and Environmental Business Advocates

Sustainability coalition member

Madison, WI

September 2021-Present

- Coordinated a successful networking event to foster connections between sustainably minded business students and industry professionals
- Recruited 7 Wisconsin School of Business Faculty members to attend our educational event where we will discuss topics pertaining to sustainability to unite support and push for change within the Wisconsin School of Business

SNC Ballroom

Public relations executive board member

De Pere, WI

November 2019-December 2020

- Created and managed relationships with other organizations, local charities, and businesses for future collaborations
- Produced club content on Instagram, Facebook and TikTok to bolster club interest and participation

SKILLS

Certified Google Analytics | Proficient in Adobe Suite | Proficient in HTML, Tableau, R | Proficient in Excel and Word