



Marie Iwanski

College Senior studying Marketing, Intl' Business, and Digital Studies @ UW-Madison

📍 Madison, WI, USA

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Links

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Languages

English (Fluent)

About

My name is Marie Iwanski, and I am a senior studying Marketing, Intl' Business, and Digital Studies. I am seeking out part time roles near the Madison Area for now, but will be seeking full-time roles post-graduation in May 2023 open to a location change. I have worked in various niches of the marketing industry and am hoping to parlay these skills into the fashion marketing industry.

BRANDS WORKED WITH

10 West Real Estate Group

Complia Health

Jojo'S Shakebar/shore Club Chicago

La Grange Business Association

Experience



● Marketing Intern

10 West Real Estate Group | Jun 2022 - Now

- Worked alongside the Founders and Principals of the company to create and launch a complete rebrand over the course of 3 months.
- Maintained an integral role in new branding choices, such as logo designs, color palette, brand message, overall image etc.
- Revamped all social media and internet presence to align with the new branding strategy, gaining 197 new followers to date for the company across all social media platforms.
- Took on the role of content creation and graphic design.
- Pitched, coordinated and launched a partnership program with local businesses to create a new-resident move in package enhancing new-resident experience.
- Performed SEO research and implemented new strategies to improve rank.
- Designed company merchandise with new branding; organized and coordinated the merchandise order process.



● Marketing Research Intern

Complia Health | Dec 2021 - Jul 2022

Worked under the Director of Professional Services to streamline, optimize, and expand the client and potential client database to ensure accuracy and completeness in order to support current clients as well as identify prospective revenue streams.

● Marketing and Events Summer Intern

Jojo'S Shakebar/shore Club Chicago | May 2021 - Aug 2021

- Worked with the Marketing Manager, Marketing Coordinator, and Graphic Design & Digital Photography team to develop business/marketing strategies, assist in marketing and advertisement promotion, research and evaluate competitor marketing, and create digital content.
- Collaboratively ran and curated content for multiple social media accounts, including Instagram, TikTok, and Facebook, for two separate restaurant entities that have amassed a following of 47,000 and 15,000 followers, respectively
- Worked closely with the events team on major projects, including the launch party for the "Loverboy" company.



● Summer Intern

La Grange Business Association | Jun 2020 - Aug 2020

- Managed social media and general online presence for the LGBA as well as assisting in running the weekly La Grange Farmers Market.
- Designed and implemented a new marketing campaign titled #LoveLocal to promote the various businesses of La Grange through social media publicity.
- Despite COVID-19 limitations, fostered customer relationships via working with and representing the LGBA.
- Maintained and fostered relations between the Association and its

members

- Led and curated all social media pages for theLGBA, includingInstagram, Twitter, local news profile, and two Facebook accounts.