

FELICITY GRESNICK

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EDUCATION

Marquette University, Milwaukee, WI
Honors Bachelor of Science in Business Administration

Major: Marketing and Information Systems

Expected Graduation: May 2026

Business GPA: 4.0

Dean's List (Fall 2022-Spring 2024)

INDUSTRY EXPERIENCE

Project Management Intern, Northwestern Mutual Data Science Institute (NMDSI), Milwaukee, WI, June 2023 - Present

- Orchestrate and manage innovative content to elevate national brand recognition by 25% through social media, newsletters, website articles, and other internal and external communications.
- Author creative articles highlighting the experience and thought leadership of NMDSI experts. Collaborated with external media outlets to expand readership.
- Lead a high-impact brand awareness campaign leveraging data from university partners to significantly increase weekly average subscribers by 360%. Apply analytics tools to track the scope of the campaign to gain insights into the project's success.
- Research key performance indicators (KPIs) to inform decision-making and process improvement for events, utilizing Power BI, Power Query, and Excel for robust data visualization.
- Develop comprehensive progress reports using Microsoft Analytics, supporting a website redesign process and facilitating cross-functional collaboration to implement solutions to align project goals with marketing objectives.
- Assist with event planning and serve as a moderator for panel discussions with executive leaders in technology. Participate in cross-departmental learning events to build Marketing, AI, and Public Relations skills.

ADDITIONAL EXPERIENCE

Student Office Assistant, Opus College of Engineering Student Success Center, Marquette University, Milwaukee, WI, January 2023 - Present

- Served as the first point of contact for customers and visitors.
- Provided daily customer service and administrative support to the Student Success Center.
- Managed scheduling for tutor appointments, meeting rooms, and event registrations.
- Utilized Microsoft Office Suite and Google Suite to organize project deadlines.

Lifeguard

Harry and Rose Samson Jewish Community Center, Whitefish Bay, WI, June 2020 – January 2023

LEADERSHIP AND INVOLVEMENT

Vice President of Learning and Development, Kappa Delta, Marquette University, Milwaukee, WI, November 2023 - Present

- Manage the programming budget and organize leadership events and training sessions.
- Coordinate Bid Day logistics and create social media content aligning with Kappa Delta's values.
- Serve as liaison between new members and chapter leadership. Proactively sought and integrated feedback from peers and supervisors to enhance the new member program.

Student Chair, Community Subcommittee, Northwestern Mutual Data Science, Milwaukee, WI, January 2024 - Present

- Lead innovative projects that partnered with faculty from Marquette University, University of Wisconsin-Milwaukee, and Northwestern Mutual employees.
- Create executive summaries highlighting event accomplishments and key takeaways.

Marquette Honors Peer Mentor, Marquette University, Milwaukee, WI, September 2023 – December 2023

- Mentored undergraduate students, supporting their academic and community integration.
- Organized events and sessions to connect students with resources and academic opportunities.
- Developed curriculum and facilitated weekly sessions to assist with study habits and transition that adhered to federal and ADA standards for accessibility.

SKILLS

Microsoft and Google Skills:

- Advanced in Microsoft Office Programs- Word, Excel, PowerPoint, Access
- Google Workspace- Gmail, Chat, Meet, Calendar, Docs, Sheets, Slides, Forms, and Sites
- Microsoft and Google Analytics

Communications and Marketing:

- SEO fundamentals
- Digital content development through LinkedIn, email, and website
- Marketing strategy
- Project Management
- Accessibility Guidelines, WCAG 2.1 AA

Technical Skills:

- Adobe Creative Suite - Photoshop, Lightroom, Acrobat Pro, Illustrator, Animate
- Power BI
- SQL
- C#
- ERP mapping
- Python Memberships

MEMBERSHIPS

- Delta Sigma Pi Professional Business Fraternity (2022 - Present)
- Women in Business, Marquette University (2022 - Present)
- Marketing Club (2022 – Present)
- Dance Marathon, September 2022- Present