
Megan Hoerster

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EDUCATION

UNIVERSITY OF WISCONSIN-MADISON – Madison, WI, anticipated graduation May 2025

- Bachelor of Business Administration with a major in Marketing from the Wisconsin School of Business
- Digital Marketing and Political Science Certificates, anticipate completing the 12-16 credit hour programs by 2025
- GPA 3.84/4.0; Dean's List 2021 – Present

CEA CAPA ROME CENTER – Rome, Italy, January 2024 – May 2024

- Study and travel abroad immersion program; completed relevant courses in Business Ethics, International Business, International Marketing, and Italian

EXPERIENCE

HiFi SOCIAL, Marketing Intern, Chicago, IL, May 2024 – August 2024

Hospitality management group encompassing collegiate travel, corporate event planning, concert talent booking, and yacht rentals

- Provided on-brand and engaging copy and visual assets for social media posts, promotional emails, blog posts, and other marketing collateral to drive lead generation for three brands, HiFi Travel, Knot My Boat Charters, and Sophisticated Lady Yacht Charters
 - Developed and crafted 300+ creative and relevant posts and videos across social media channels, including LinkedIn, Instagram, Facebook, and Tik Tok – increased average Instagram followers for each brand up to 100%
- Generated and maintained an online content calendar for brand-specific social media channels, events/activations, blogs, emails, and press releases – aligned, planned, and executed promotional campaigns and giveaways with national and local holidays and events
- Analyzed social and website traffic and user behavior using Google Analytics and UberSuggest, developed reports and presentations summarizing campaigns/activations, collaborations/partnerships, & SEO performance, and recommended improvement opportunities
- Led all influencer outreach initiatives, managed communication, and fostering collaborative partnerships with 15 primary influencers, more than double over the prior year, amplifying the brand and driving over \$300K in incremental revenues through influencer referral codes
- Developed comprehensive and visually appealing client proposal decks for all three brands supporting business development
- Actively participated in weekly marketing and sales team meetings contributing to brainstorming and idea generation

SONIC FOUNDRY, Digital Marketing Intern, Madison, WI, January 2023 – December 2023

Information technology company producing software for distance learning and corporate communication

- Developed copy and visual assets for posts across LinkedIn, Facebook, Instagram, and Twitter, promotional emails, and other marketing collateral driving lead generation for four brands, Mediasite, Video Solutions, Vidable, and Global Learning Exchange
 - Developed over 500 creative posts and videos incorporating relevant content to target audiences helping increase the average website session rate by 25%
- Generated and maintained an Excel-based content calendar for corporate and brand-specific social media channels, events, community posts, webinars, blogs, emails, case studies, press releases, and other campaigns
- Conducted market research to identify target audiences and develop customer personas to drive conversion and customer relationships
- Analyzed social and web traffic and user behavior using HubSpot and other tools, prepared summary reports and presentations on campaign/website performance, and presented improvement recommendations

SHAWN SARGENT DESIGNS, Marketing & Social Media Coordinator, Glen Ellyn, IL, May 2022 – March 2023

Designer and retailer of handcrafted home décor, kitchen goods, paper products, bags, gifts, and accessories

- Crafted over 15 creative posts and videos incorporating relevant content to attract new, younger audiences, helping increase website traffic by 138 unique visitors in July alone
- Established the first formalized marketing calendar introducing a new storytelling style and approach to an existing newsletter channel while enriching the brand's social media presence through Instagram, Facebook, and Tik Tok
 - Recommended new ideas and content to refresh weekly "Inspiration Friday" and monthly e-newsletters distributed to more than 2K subscribers, increasing open rates and driving 40% of monthly sales through the channel
 - Researched and wrote seven themed newsletters, helping to increase sales by 45% across underperforming categories
- Created and maintained Excel-based analysis tools and databases, helping improve inventory management, reporting, and trends

ACTIVITIES/SKILLS/INTERESTS

- All Roads Travel, Coordinator, promoted Sprinter seltzer as part of All Roads Travel Brand Ambassador Program, driving product awareness through activations, content creation, and sampling events, December 2024 – Present
- Fun-in-the-Sun Summer Girls' Camp, Co-Founder, enrolled and co-led 100+ elementary aged girls in a half-day camp designed to foster fun, educational growth, and empowerment successfully increasing revenues by 133%, Summers 2019 – 2021
- Alpha Chi Omega, Kappa Chapter, Assistant to the Vice President of Recruitment (2022 – Present) & Member (2021 – Present)
- The Wisco Project, Campus Organizer Fellow, volunteering 15 hours weekly to engage and register students to vote, 2024
- Conversational in Spanish
- Proficient user of Excel, Square, WordPress, HubSpot, Canva, UberSuggest, and Google Analytics