

Hillary Haarstad

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Education

Bachelor of Science, May 2026

University of Wisconsin-La Crosse, La Crosse, WI

- Major: Marketing | Minor: Media Studies and Design
- GPA: 4.0; 5x Dean's List
- Certificates: Google Fundamentals of Digital Marketing, Google Analytics, Google Search Ads, Google Display Ads, Hub Spot Social Media, Hub Spot Email Marketing, Wix Expert

Professional Experience

Social Media Marketing Coordinator, UWL Sustainability, University of Wisconsin-La Crosse, La Crosse, WI | August 2023 - Present

- Manage our Instagram account: plan, create, and post scheduled content
- Create digital graphics on Canva for posters, flyers, and social media posts
- Film and edit promotional videos using CapCut and TikTok
- Collaborate with various campus clubs to plan and advertise events

Marketing and Tourism Intern, Owatonna Area Chamber of Commerce and Tourism, Owatonna, MN | June 2022 - August 2022, May 2024 - Present (remote)

- Utilized WordPress to update and enhance the website
- Implemented a mobile "Tour Our Town Challenge" to promote local businesses
- Created digital visitor adventure guides through Shrpa blogs

Marketing Intern, Big Brothers Big Sisters of Southern MN, Owatonna | MN, May 2024 - August 2024

- Researched trends and aligned social media content with the company mission
- Analyzed social media data and presented performance strategies to the team
- Directed videos and edited them for Instagram and Facebook reels
- Utilized Meta Business to schedule content and track analytics

Involvement

Advertising Committee, UWL Women in Business Club, UW-La Crosse | 2023 – December 2024

- Structured and led a social media marketing workshop centered on effective promotion
- Coordinate content planning and film event recap videos

Marketing Manager, It's All Good Farms, Owatonna, MN August 2024 - Present

- Designed a logo to represent the brand image creatively
- Wrote a website proposal plan to implement an online presence

Additional Skills

- Adobe Photoshop & Illustrator, Meta Business, WIX, WordPress, Web Design, Digital Media
- Quick Learner, Adaptable, Creative, Motivated