

OLIVIA LEMANSKI

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EDUCATION

University of Wisconsin-Madison, *Bachelor of Business Administration*

2021-2025

Majors: Finance, Investment, and Banking & Marketing

Certificate: Spanish

GPA: 3.6/4.0

Awards: Recipient of Bruce R. Ellig Business Merit Scholarship, covering full education at business school

PROFESSIONAL EXPERIENCE

Wis-Pak Brands – BUBBL'R, *Social Media Marketing and Supply Chain Specialist*

2018-Present

- Recruited and onboarded over 300 BUBBL'R influencers/athletes to ambassador programs to reach expansion initiatives in cities based on IRI data and improved the program through development of new website page and summer contests
- Created weekly TikTok content to meet 2022 follower count of 25k early by 6 months, goal was then doubled for 2022 EOY
- Correspond with consumers (100/day) via social media/email/phone and manage over 100 event donations/year
- Active participant in weekly strategy meetings centered around development of summer marketing initiatives, flavor development, eCommerce, ad planning, and analysis of competitor KPIs
- Re-designed shipping warehouse from scratch to maximize efficiency and accelerated ship times
- Utilized JD Edwards platform to manage 6-figure marketing funds of over 30 Shareholders and itemized POS transactions

Wisconsin DECA, *Leadership Consultant (former State President)*

2020-Present

- Lead the Programs of Leadership and initiatives of 6 State Officers, instituting over 5 new programs for 10,000+ members
- Head conference development, specifically in sponsor integration, workshop improvement, and large session engagement

LEADERSHIP AND INVOLVEMENT

Badger Consulting, *Director of Marketing & Project Manager*

2021-Present

- Selected as 1 of 24/per semester and surpassed expectations, getting promoted to manager of 11 students as a first semester freshman, and the Director of Marketing by end of freshman year
- Revamped Badger Consulting website to boost analyst credibility to external clients and developed internship spotlight series on Instagram stories, showing extra 101 story interactions over the course of 60 days
- Spearheaded corporate catering and sustainable fashion client projects that boosted client brand awareness and loyalty
- Co-author deliverables for clients on five weeks of research analyzing industry trends, competitive research, risk analysis

Women in Business (WIB), *Digital Marketing & Public Outreach Director*

2021-Present

- Selected as 1 of 25/per semester out of over 200 applications, and promoted to director during freshman year
- Pioneered the all-new WIB Ambassador Team of 11 students for increased content curation and feed diversification
- Launch fresh marketing content daily including promotional videos, apparel, "Sunday Spotlights," partnerships with brands
- Capitalize on over 20 professional development opportunities offered per semester focused on diversity and leadership

Taco Bell Scholarship Foundation, *Conference Workshop Leader*

2022

- Invited to exclusive week-long San Diego conference with Taco Bell CEO and Executive faculty due to my passion for social change and innovation in the food and beverage industry
- Was given special honors to host a leadership workshop (only 3 provided) at the Taco Bell Foundation Live Más Scholars Conference to a room of Executive Taco Bell faculty, Live Más Scholars, and industry leaders

SKILLS

Technical Skills: JDEdwards, Adobe Premiere Pro, Adobe After Effects, certified drone pilot, certified in Excel

Languages: Spanish, advanced in reading/writing (AAPPL Proficiency in Languages test)

Projects: [Data Analytics Case Study](#), [Finance Operations Research Project](#), [Video Portfolio](#)

AWARDS

- Taco Bell Live Más Scholarship Recipient (top 0.85%)
- Taco Bell and Ashoka Ambition Accelerator Award Recipient for new business pitch called "Business Buds"
- Herb Kohl Scholarship Recipient (top 100 students in Wisconsin)
- DECA International Finalist in Food Marketing, FBLA 2nd place at Nationals