

Madelyn Fredrickson

cmadelyn06@outlook.com

EDUCATION

High School Diploma

May 2022

Zumbrota-Mazeppa High School | GPA: 3.83

Bachelor's Degree

August 2025

University of Wisconsin – La Crosse | GPA: 3.50

Certifications:

Google Analytics | Google Display Ads | Google Search Ads | HubSpot Email and Social Media Marketing

RELEVANT SKILLS

- **Communication:** Can communicate effectively with great customer service to all customers.
- **Leadership:** Willing to take charge and lead others shown through management.
- **Team Player:** Can work with all different leadership styles shown within management.
- **Outgoing:** Enjoy working in a team and gaining perspective and feedback from others.

WORK EXPERIENCE

Assistant Aisles Online Manager/Service Manager

February 2022-Present

Hy-Vee, Rochester, MN

- *Assisting upper management with daily management tasks.*
- *Filling in the department when upper management is gone to ensure daily operations run smoothly.*
- *Resolve customer concerns with the utmost care and respect.*
- *Efficiently run multiple departments, including Aisles Online, Front End, and Backroom.*

Marketing Internship

July 2023 – March 2024

Echelon Wealth Partners, Rochester, MN

- *Assist Marketing team with daily tasks and projects.*
- *Run social media pages for advisors to inform clients of new information in financial markets.*
- *Send gifts to clients for birthdays, retirements, and other milestone achievements.*
- *Keep Client systems organized for the efficiency of advisors.*

Dance Choreographer

August 2022 – Present

Zumbrota Dance Studio, Zumbrota, MN

- *Choreograph dances for dancers on the Zumbrota Dance Studio Competition Team.*
 - *Ensure that children are well-trained and feel confident.*
 - *Encourage young dancers to develop into great people and be a role model for them.*
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CAMPUS AND COMMUNITY INVOLVEMENT

- **American Marketing Association Club** – University of Wisconsin - La Crosse (Spring 2024 School year)
- **National Honors Society** – Zumbrota Mazeppa High School – (Spring 2020-May 2022)