

# Emmy B. Skogstad

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## Professional Summary

Motivated marketing and community outreach professional with experience in professional athlete brand partnerships, event coordination, and digital campaign management. Strong communicator skilled in social media engagement, sponsorship outreach, and data-informed marketing strategies. Adept at building relationships and driving participation through creativity, collaboration, and audience insight.

## Education

### University of Wisconsin – Madison

B.S. in Consumer Behavior and Marketplace Studies; Certificates in Business, Sports Communication, and Entrepreneurship

Expected Graduation: May 2026

### University of Wisconsin – Green Bay

A.A.S. in Liberal Studies with Business Concentration

Degree with Honors: May 2024

## Experience

### Premier Athlete Agency — Sports Marketing Intern | San Diego, CA | May 2025 – Present

- Develop and pitch brand partnership opportunities for NFL athletes, aligning marketing strategies with each client's personal brand.
- Manage professional athlete email to monitor and respond to incoming business inquiries.
- Collaborate with CEO, agency team, and brand representatives on partnership calls, contributing to sponsorship negotiations and deal execution.
- Create marketing materials and pitch decks while analyzing market trends to support athlete endorsement and branding initiatives.

### Wausau Woodchucks Baseball and Wausau Ignite Softball Organization — Community Relations Intern | Wausau, WI | Summer 2025

- Acted as a key representative at 40+ games and community events, enhancing team engagement and creating memorable experiences for attendees while strengthening team community connections.
- Coordinated mascot operations, managing mascot schedule, and assisted during games, youth baseball and softball camps, and fundraising events.
- Processed donation requests, gathered tax exemption documentation for non-profits, and supported gameday operations, including promotions and stadium setup.

### Granite Peak — Ticket Sales Lead/ Alpine Learning Center | Wausau, WI | November 2021 - Present

- Assist an average of 100+ guests daily, providing personalized recommendations for ski passes and rentals to enhance guest experience and satisfaction.
- Instruct ski lessons for students ages 2–65, fostering skill development and confidence while adapting to dynamic conditions and managing peak-season operations.

## Skills, Certifications & Technical Proficiencies

**Marketing & Communications:** Marketing Strategy · Community Outreach · Public Relations · Brand Partnerships · Sponsorship Outreach

**Digital & Creative:** Social Media Management · Content Development · Event Coordination · Graphic Design · Project Coordination

**HubSpot Academy Certifications:** Inbound Marketing · Email Marketing · Content Marketing · Social Media Marketing

**Technical:** CRM Tools · Adobe Creative Suite · Canva · Microsoft Office · Google Analytics

**American Red Cross:** CPR/AED/First Aid Certified · Certified Lifeguard

**Additional Tools:** Digital Platforms · Photography · Visual Design

## Leadership & Involvement:

### American Marketing Association (AMA) | National Member & UW–Madison Badger Chapter

- **Sales and Sponsorship Committee Member:** Collaborated with committee members to develop marketing materials, coordinate outreach initiatives, and promote AMA events to engage a diverse university audience.
- **Media Marketing Committee Member:** Supported AMA Badgers' media and marketing campaigns by producing digital content, coordinating social media outreach, and enhancing event promotion strategies to grow audience reach.

### Alpha Chi Omega – University of Wisconsin–Madison

- **Alumni Committee Chairperson:** Lead initiatives to strengthen alumnae engagement, foster lasting connections, and support active member–alumnae relations through events and communications.
- **Philanthropy – Domestic Abuse Intervention Services (DAIS):** Partner with DAIS to raise awareness of domestic violence resources through strategic social media campaigns, donation drives, and community-focused chapter initiatives.

### Humorology, UW–Madison — Philanthropy Participant

- Contributed to the largest student-run philanthropy event in Wisconsin, benefiting Safe Harbor Child Advocacy Center (2025) and helping raise \$610,000+ to support over 400 children each year.

### DECA | Four-Year Member, Vice President (2022–2024) & Social Media/Content Manager

- Partnered with organizations including Make-A-Wish, Special Olympics, Adopt-A-Highway, and The Women's Community to support volunteer and fundraising initiatives.
- Directed DECA's social media and content strategy, designing 200+ branded visuals that increased follower engagement and enhanced chapter visibility across events and campaigns.
- Emerging Leader Academy: Aligned with Skills in the areas of critical thinking, problem solving, communication, collaboration, creativity, and innovation.