

# Haley Friedrich

(612) - 418 -2699   hfriedrich24@gmail.com

## Objective

I'm a marketing student at UW-La Crosse, graduating in Spring 2025, seeking an entry-level role. I have experience from a Foodservice Sales Internship, leadership skills from the American Marketing Association, and strategic campus involvement.

## Education

Bachelor's Degree, University of Wisconsin - La Crosse

Major: Marketing   Minor: German Studies

September 2021 - May 2025

## Work Experience

Summer 2024

Foodservice Sales Intern – Cargill

- Worked closely with the Foodservice team for 13 weeks.
- Researched new opportunities for existing accounts.
- Collaborated with team on finding new sales opportunities and how to maintain customer relationships.
- Presented findings to team showcasing analytic and problem-solving skills.

## Marketing Experience

Fall 2023

American Marketing Association Executive Board Member

- Director of Membership overseeing recruitment, attendance, and planning events.
- Active member certificate for academic years 2021-2023

Case Competition Member

- Participating in a nationwide case competition through the American Marketing Association sponsored by Sheth Foundation
- Researching sustainability and market planning while collaborating with project members. Created a marketing plan that made it to the semifinals.

## Kwik Trip Integrated Core Program Student

Fall 2023

The ICP design utilizes high-impact practices while providing real-world business experience. I worked collaboratively in a team on three applied interdisciplinary business projects throughout the semester—the final project is client-based. Projects are designed to be unstructured to mimic the business environment and highlight the intersection of finance, marketing, and management.

## Campus and Community Involvement

Fall 2022

Campus Cakes Volunteer

- Small business through University of Wisconsin La Crosse Marketing Club
- Coordinate drop off times with students and deliver cakes on campus.

## Additional Work Experience

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Server, Stonebrooke Golf Course- Shakopee, MN

May 2023 - August 2023

- Provide friendly customer service and assist co-workers in fast paced environment.

Shift Lead/Event Specialist, Nautical Bowls-Savage, MN

January 2022-January 2023

- Attended community events and engaged with customers while promoting the Nautical bowls brand.