Margaret M. Ewald  
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*Campus Address Permanent Address*

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Milwaukee, WI 53233 Royal Oak, MI 48073

**EDUCATION**

MARQUETTE UNIVERSITY, Milwaukee, WI May 2022  
**Bachelor of Science in Business Administration  
Major(s):** Marketing and Human Resources

**MARKETING EXPERIENCE**

CHILDREN’S WISCONSIN, Milwaukee, WI  
**Events and Engagement Intern** July 2021- Present  
• Created content calendars and posts for upcoming events, including the 23rd Annual Louie’s Last Regatta with posts reaching 30,300 users, resulting in a 2,000% increase from previous engagement.   
• Assisted with advertising, sponsorships, large donors, collateral development, websites, and project management.   
• Developed promotional materials, solicited auction participation, and coordinated logistics of volunteers, patients, and families.   
• Supported the entire engagement team with related campaigns and events.

UNIVERSITY OF MICHIGAN HEALTH SYSTEM: MICHIGAN MEDICINE, Ann Arbor, MI  
**Social Media Intern** May 2020- August 2020  
• Created and posted daily Instagram stories on the Michigan Medicine page to promote the health blog to over 200,000 users.   
• Collected data and posted daily COVID-19 updates on all platforms.   
• Presented monthly statistics and engagement for each social media page.   
• Used Sprout Social to manage and overview all incoming posts and schedule new posts.

RONALD MCDONALD HOUSE CHARITIES, Detroit, MI  
**Marketing and Development Intern** May 2019- August 2019  
• Used WordPress to create email and website content to send to 500 volunteers and potential clients.  
• Utilized Constant Contact to keep track of and organize the nonprofit’s volunteer and event schedule.   
• Planned fundraising events with marketing executives that generated over $42,000 and took photos at events to post on social media platforms.   
• Created unique and engaging Facebook and Instagram posts to promote the charity and its mission.

**WORK EXPERIENCE**

WOMEN AND YOUTH SUPPORTING EACH OTHER (WYSE), Milwaukee, WI  
**Communications Director**  August 2021- Present  
 • Creates, plans, and posts all social media content for the WYSE Instagram and Facebook.   
 • Manages the WYSE email account to send out weekly meeting details to mentors and information to new applicants.   
 • Collaborates and leads with the President, Financial Director, Logistics Director, and Curriculum Director to recruit women, instruct mentors, and develop sessions.

MARQUETTE UNIVERSITY ADVANCEMNENT, Milwaukee, WI  
**Phoneathon Representative** January 2020- May 2021  
 • Communicate with parents and alumni of Marquette University and asking for donations to the school.

ALPHA PHI INTERNATIONAL SORORITY, Milwaukee, WI  
**Director of Parent and Alumnae Relations**  January 2020- January 2021  
 • Communicates and is a resource for parents and alumni of Alpha Phi at Marquette.  
 • Works under the Vice President of Marketing for Alpha Phi to plan, create, and host events for the sorority’s members and parents.   
 • Provides information and support to parents who are interested in learning more about Alpha Phi as a whole.

**CLASS PROJECT EXPERIENCE**

MARQUETTE UNIVERSITY INTRODUCTION TO MARKETING, Milwaukee, WI  
**Vice President of Marketing, NewShoes Class Project** January 2020- May 2020  
• Developed a sales and marketing strategy for a new product in a simulated market.  
• Communicated with team members to make decisions regarding advertising budget and product retail price.   
• Managed the marketing decisions while competing against other teams to become the industry leader in market share and profitability.

MARQUETTE UNIVERSITY BUSINESS DAY ONE, Milwaukee, WI  
**Vice President of Marketing, BizCafe Class Project** August 2018- December 2018  
• Generated set prices for the simulated coffee shop that resulted in maximum profit.  
• Developed interpersonal communication skills by presenting with team to coffee house stakeholders on the financial viability of the group’s plan.  
• Delegated tasks among team members; worked one-on-one with peers to learn how to best capitalize on individual member’s strengths.  
• Strengthened the team as a whole through deciding on various advertisement spots to  
increase company success.

**ACTIVITIES/ PHILANTHROPY**

**Member**, ALPHA PHI SORORITY March 2019- Present  
**Member**, MARQUETTE UNIVERSITY MARKETING CLUB September 2018- Present

**Member,** Women and Youth Supporting Each Other September 2019- Present

•Mentors middle school girls in underprivileged cities about body image, sexual health, societal issues, etc.  
•Empowers young women by providing the resources and support necessary to make positive life choices and create community change.