

AMY LAUDI

Madison, WI | alaudi@wisc.edu | 651-600-2643

EDUCATION

University of Wisconsin-Madison, Madison, WI
Bachelor of Communication Science and Rhetorical Studies Candidate
Certificate in Art Studio (photography)
GPA: 3.76/4.00 | Dean's List

Graduated May 2026

WORK EXPERIENCE

Target, Forest Lake, MN; Madison, WI

February 2020 –May 2026

- Deliver customer service and manage inventory control in a fast-paced retail environment
- Collaborate with 10-15 team members daily to achieve sales and service goals while preparing 100+ beverages
- Trained in new employees, managed cash operations, closing/opening procedures, and worked in every department

Brand Ambassador: Consensus AI; Madison, WI

October 2025- May 2026

- Created social media content marketing campaigns across TikTok and Instagram to increase brand exposure
- Coordinated tabling events and campus marketing initiatives, including flyering and club presentations
- Distributed branded merchandise to ambassadors and influencers to expand reach

Beats by Dre Consumer Behavior & Market Analysis Externship; remote

October 2025-January 2026

- Mapped customer journeys using the AIDA framework to refine marketing funnels and consumer touchpoints.
- Designed and analyzed AI-enhanced consumer surveys, combining quantitative and qualitative insights to inform marketing strategy.
- Delivered data-driven recommendations through AI-assisted presentations, dashboards, and automated engagement tools.
- **Key Deliverables:** Google Form Survey • ManyChat Chatbot • Gamma Presentation • Claude Dashboard

Women Into Networking WIN Social Media Marketing Internship; remote

January 2026- May 2026

- Used Canva to create an educational and appealing carousel posting for social media
- Scheduled and posted blog posts
- Received mentorship by the founder
- Social media posts to promote events and the organization

Midwest Radiology Medical Receptionist; Coon Rapids, MN

- Check in medical patients in preparation for exam
- Represent the company and answer calls and questions as needed
- Verified patient demographic and insurance information for accuracy prior to imaging
- Maintained strict patient confidentiality of patient health information in compliance with HIPAA violations

CLUB & MEDIA ORGANIZATION

The Issue, Madison, WI

September 2023-May 2026

Member and Photographer | A student-run magazine covering fashion, arts, culture, and current events

- Organized and executed 6-hour photoshoots, managing team of 30 members, six models, makeup artists, and stylists
- Initiated and coordinated 30+ shoots with creative direction; work featured in the 2025 and 2026 yearly magazines

The Vault, Madison, WI

November 2023-May 2026

Member and Photographer | A student-run magazine at UW-Madison covering fashion, arts, culture, and events.

- Collaborated with photographers to capture the 2023 fashion show featuring 30+ models and 10+ designers
- Captured 10 weekly events, participated in photoshoots being actively featured on social media

American Marketing Association (AMA), Madison, WI

October 2025- May 2026

Member of the Madison local chapter | A leading national professional organization of college students for marketers

- Led team in developing mock marketing campaign under time constraints, emphasizing audience targeting and multi-channel promotion

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- Presented campaign strategy to club leaders, showing leadership and strategic thinking skills

COMPETENCIES

MS Word, Excel, PowerPoint, & Access, Adobe Bridge, Camera Raw, Adobe Lightroom, Adobe Photoshop, and Canva