Abigail M. Sternard

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Summary of Qualifications

* Responsible and reliable, eager to work hard
* Works well with others and as a team
* Self-motivated and disciplined
* Ability to listen to instructions
* Excellent leadership abilities

Education

* *Major: Marketing, Minor: Tourism and Event Management* UW-La Crosse, La Crosse, WI, diploma expected May 2025, 3.68 cumulative GPA

Honors and Certifications

* Dean’s List / Honor Roll, six semesters, UW-La Crosse
* Digital Marketing Certifications
	+ Google Analytics / Google Ads Search / Google Ads Display Certifications
	+ HubSpot Social Media / HubSpot Email Marketing Certifications

Work Experience

, Bath and Body Works, La Crosse, WI Feb 2023-current

* Trained new employees
* Product Merchandising / Placement
* Cashier / Customer Service / Returns

Event Lead, Green Bay Botanical Gardens, Green Bay, WI, May 2024-Aug 2024

* Coordinated and executed a variety of events, including weddings, corporate functions, and community gatherings, ensuring seamless guest experiences
* Managed event operations, including setup, vendor coordination, and post-event teardown, to deliver high-quality experiences and maintain venue appearance
* Communicated with clients to understand their vision, made recommendations, and resolved issues to exceed guest expectations

Marketing Assistant, Lemens Hardware, Luxemburg, WI, June 2023-Feb 2024

* Responsible for scheduling / executing all social media communications including product photos & videos
* Created monthly content calendars

Cashier/Stocker, Lemens Hardware, Luxemburg, WI Nov 2018-Aug 2023

* Trained new employees
* Opening/Closing responsibilities
* Product Merchandising / Placement / Pricing
* Cashier / Customer Service / Returns

References available upon request.