

Macy Koch

(920) 267-2155 | KochM0869@my.uwstout.edu | Oshkosh, WI 54904

Education

University of Wisconsin – Stout, Wisconsin's Polytechnic University

Bachelors of Science degree in Information Communication Technologies (December 2017)

Minors: Web Technology; Enterprise Technology; Project Management

Major GPA: 3.802 | **Cumulative GPA:** 3.788 | Chancellors Award of Academic Excellence (7)

Digital Marketing Skillset

Microsoft Office Specialist (MOS certified) | Kenshoo Certified | Google AdWords Certified | Accredited Professional in Bing Ads | Java, HTML | Google Analytics | CRM Software | VMware

Related Experience

Digital Marketer, Triangle Manufacturing, (February 2018)

Internal Digital Communication | Website Rebrand | Amazon presence

Digital Marketing Intern, Thomson Reuters, (June 2017- August 2017)

PPC | Site Speed Improvements | FindLaw | Digital Marketing Strategist

Marketing Intern, Triangle Manufacturing, (May 2015-January 2016)

Google Analytics | AdWords campaigns | Social Media based marketing

Other Experience

Teaching Assistant, University of Wisconsin-Stout, (January 2017-December 2017)

Enterprise Seminar Technology Capstone Course

Office Assistant, Business Office, University of Wisconsin – Stout (Sept 2015-December 2017)

Processed student tuition payments and withdrawals | ImageNow Experience

Engineering Associate, Heartland Business Systems, (June 2016- September 2016)

Small Business Consulting | Total Cutovers | On site and remote support

Involvement

Oshkosh Area Food Pantry, (December 2017- Present)

Heartland Hospice Care Volunteer, (February 2017- Present)

Blue Devil Ambassador (September 2015- December 2017)