

HAILEY NEWINSKI

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EDUCATION

University of Wisconsin–La Crosse, WI
Bachelor of Science, Graduating May 2025
Cumulative GPA: 3.48 (Deans List; 5 semesters)
Senior majoring in Business Marketing – emphasis in digital studies

PROFESSIONAL EXPERIENCE

CHS Inc.

Internal Communications Intern

Inver Grove Heights, MN
May 2024 – Present

- Built and designed three new internal websites for specific agricultural audiences
- Analyzed and interpreted data to improve marketing and communications strategies across the company
- Partnered with experienced campus recruiters to create visual content for the intern intranet site
- Wrote engaging content for the company's intranet, including articles, announcements, and events
- Utilized SEO and keywords to aid employees in finding what they are searching for on the intranet

Ferndale Market

Lead Food Retail Sales Associate

Cannon Falls, MN
Oct 2019 - Present

- Managed four trade shows with a goal of increasing brand loyalty to over 4,000 people
- Designed a detailed employee handbook for all employees
- Trained and developed seven new employees on day-to-day operations

Quality One Woodwork

Human Resource Intern

Hastings, MN
May 2022 - Aug 2022

- Transferred employee data to various payroll companies through Paychex to ADP Payroll
- Ensured the hiring and termination process was completed by inputting data online
- Improved the recruitment page on the company website by updating available job postings
- Transformed a physical display into a digital 2D poster for Menards retail stores

CAMPUS INVOLVEMENT

University of Wisconsin-La Crosse College of Business

Ambassador Leader

La Crosse, WI
Sept 2023 - Present

- Welcomed and checked in 600 new College of Business students during orientation
- Highlighted personal college experiences during interested high school student panels
- Led potential faculty through the benefits of the business program and on-campus buildings

Society of Human Resource Management (UWL SHRM)

Executive Board - Marketer/Recruiter

La Crosse, WI
Sept 2022 – May 2023

- Created and posted graphic designs for printed posters and digital media (Instagram, LinkedIn, and Facebook)
- Organized tabling events on campus to promote the club for new members to get involved

American Marketing Association (UWL AMA)

Club Member

La Crosse, WI
Jan 2022 – May 2023

- Attended multiple professional presentations about graduate programs and marketing opportunities
- Organized and planned the creative details for future La Crosse community events

RELEVANT SKILLS

Technical Skills: Microsoft Office, Canva, RStudio Cloud, Tableau, Content Management System (CMS), Adobe Photoshop/Illustrator

Certifications: Goggle analytics (GA4), Google Ads Search

Soft Skills: Time Manager, Analytical Problem Solving, Detail Orientated, and Efficient Communicator