

Dylan Wirth

Objective

A driven graduating senior with a bachelor's in marketing and a minor in Economics, with hands-on experience in customer service, and sales. Proven ability to manage multiple roles effectively while maintaining high performance in all areas. Seeking to leverage skills in communication, teamwork, and strategic thinking in a marketing position that allows for growth and creativity.

Education

University of Wisconsin – La Crosse – La Crosse, WI

Bachelor of Science in Marketing | Minor in Economics

Graduation Date: May 2025

Relevant Coursework:

- Professional Selling
 - Consumer Behavior
 - Marketing Research
 - Digital Marketing
 - Microeconomics
 - Macroeconomics
 - Data Analytics for Business
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Experience

Freelance Marketing Consultant

February 2025 – Present

- Successfully pitched and secured a website redesign project for Dynamics of Healing, showcasing expertise in digital marketing, user experience, and brand development.
- Conducted an in-depth analysis of the client's current website, identified key areas for improvement, and presented a comprehensive proposal for redesign and optimization.

Waiter & Bartender | Fish Bones Cajun Creole – Delafield, WI

May 2023 – Current

- Developed relationships with customers earning requests for repeat service leading to increased table responsibilities and close to record sales for a single shift.
- Upsold food and beverages, increasing average sales.
- Managed multiple tasks simultaneously, from taking orders to processing payments, in a fast-paced environment.
- Communicated effectively with team members and customers, resolving conflicts and ensuring a positive experience for guests.

Leadership & Involvement

Club Baseball, Member | University of Wisconsin – La Crosse

Participated in competitive club baseball, honing teamwork, leadership, and time-management skills while balancing academics.

- Collaborated with teammates to organize and promote events, fostering a sense of community and school spirit.
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Skills

- **Marketing Tools:** Google Analytics, Mailchimp, Canva
 - **Digital Marketing:** Social Media Marketing, Content Creation, SEO/SEM, Email Campaigns
 - **Customer Service:** Conflict resolution, upselling, relationship management
 - **Project Management:** Time management, budgeting, project planning
 - **Communication:** Strong verbal and written communication skills
 - **Technical Skills:** Microsoft Office Suite (Excel, Word, PowerPoint)
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Certifications

- Google Analytics Certification
 - Google Ads Search Certification
 - Google Ads Display Certification
 - HubSpot Social Media Marketing Certification
 - HubSpot Email Marketing Certification
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