

Maeve Dillon

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Marketing professional experienced in social media, content creation, campaign execution, and market research, with a passion for building brands and engaging audiences

EDUCATION

University of Wisconsin-Madison

Madison, WI

Degree: Bachelor of Business Administration

May 2026

Major: Marketing & Digital Studies

CIEE Study Abroad Program

Barcelona, Spain (Spring 2025)

EXPERIENCE

Lettuce Entertain You Restaurants

Chicago, IL

Divisional Marketing Intern

May 2026 - Present

- Execute marketing initiatives across multiple restaurant concepts within the Jacobs Division, supporting promotional campaigns and brand engagement
- Collaborate with restaurant operations, graphic design, and events teams to execute marketing projects and quarterly initiatives
- Assist with social media content planning, calendar management, and photoshoots for digital and website content
- Work as a host at Aba Chicago to gain firsthand insight into guest experience, customer behavior, and restaurant operations

Northwestern University Athletics & Recreation Department

Evanston, IL

Marketing Intern

June 2025 - August 2025

- Developed promotional campaign concepts to increase fan engagement and support Northwestern Athletics marketing objectives
- Coordinated with vendors to source and distribute branded giveaway items
- Produced the *Wildcat Weekly* newsletter using Eloqua, highlighting games and achievements
- Collaborated with interns and directors to ensure consistent branding and messaging

University of Wisconsin-Madison | Wisconsin School of Business

Madison, WI

Marketing AI & Technology Intern

January 2026 - May 2026

- Developed student-focused resources on AI usage and responsibility in marketing
- Created and presented AI learning modules to three Marketing 460 sections
- Supported course execution behind-the-scenes to improve engagement and learning outcomes

Stacked and Folded Social House

Evanston, IL

Assistant Manager & Marketing Assistant

Summer 2021-2025

- Enhanced the restaurant's brand presence through creative social media content and local promotional initiatives
- Led operations during summer 2025 after the General Manager's departure, managing staff and ensuring smooth service flow
- Oversaw employee scheduling and resolved customer service issues to strengthen team communication and performance

University of Wisconsin–Madison | Wisconsin School of Business **Madison, WI**
Digital Marketing Intern *June 2024 - September 2024*

- Built course website and learning materials focused on SEO + paid advertising
- Translated technical marketing concepts into clear student-facing content

LEADERSHIP AND PROJECTS

Alpha Chi Omega **Madison, WI**
Lifetime Member/Food Manager *Fall 2022 – May 2026*

- Support philanthropy events for DAIS in Dane County
- Managed menu planning and gathered feedback for 50+ members living in the chapter facility

Ticketmaster x Spotify – Strategic Marketing Plan: FanQueue **Madison, WI**
Strategic Marketing Project Lead *October 2025*

- Defined target market and positioning for a Spotify-integrated concert loyalty platform
- Analyzed market attractiveness and competition using SWOT, Porter’s Five Forces, and STP
- Developed a data-driven go-to-market strategy in a capstone setting

Study Abroad Marketing Projects **Barcelona, Spain** (Spring 2025)

- **Pepsi/Kendall Jenner Case Study** – Evaluated ethical challenges in cause marketing and developed recommendations to improve brand authenticity and consumer trust
- **PetConnect Start-Up Project** – Conducted market research and developed a business plan and digital marketing strategy for a pet adoption platform

Marketing Research Project: Bassett Street Brunch Club **Madison, WI**
Marketing Research Class Project *October 2024*

- Conducted focus groups and interviews to analyze consumer behavior
- Designed and analyzed surveys with SPSS to identify key performance drivers

League of Women Voters **Madison, WI**
Brand Marketing Class Project (Intern) *August 2024-December 2024*

- Developed a targeted digital campaign encouraging Milwaukee high school students to register to vote, using research-driven messaging to engage Gen Z audiences
- Conducted market research and tailored messaging strategies for civic engagement
- Leveraged digital and social media to drive awareness among Gen Z audiences