

Maeve Dillon

Greater Chicago Area | 224-374-6145 | mcdillon2@wisc.edu | [LinkedIn](#)

- Motivated Marketing student with creative and analytical skills in digital strategy, content creation, and data storytelling
- Strong communicator skilled in campaign development, collaboration, and leadership

EDUCATION

University of Wisconsin-Madison

Madison, WI

Degree: Bachelor of Business Administration

Sept 2022 – Expected graduation May 2026

Major: Marketing, Digital Studies (certificate)

GPA: 3.5/4.0

CIEE Study Abroad Program

Barcelona, Spain (Spring 2025)

EXPERIENCE

Northwestern University Athletics & Recreation Department

Evanston, IL

Marketing Intern

June 2025 - August 2025

- Developed promotional campaign ideas for athletic events and engagement initiatives
- 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

Ticketmaster x Spotify – Strategic Marketing Plan: FanQueue

Madison, WI

Strategic Marketing Project Lead

October 2025

- Completed as part of a marketing capstone course; defined target market and crafted positioning for FanQueue, a Spotify-integrated loyalty service offering early concert access
- Analyzed market attractiveness, competitive positioning, and consumer behavior using SWOT, Porter's Five Forces, and STP frameworks
- Developed a data-driven go-to-market strategy, strengthening skills in audience analysis, strategic positioning, and collaborative problem-solving

League of Women Voters

Madison, WI

Brand Marketing Class Project (Intern)

August 2024-December 2024

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

Stacked and Folded Social House

Evanston, IL

Assistant Manager & Marketing Assistant

Summer 2021-2025

- 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
- Enhanced the restaurant's brand presence through creative social media initiatives

Digital Marketing Summer Internship

Remote

Content Writer

June 2024 - September 2024

- Developed website content and learning resources for a digital marketing course

LEADERSHIP AND PROJECTS

Marketing Research Project: Bassett Street Brunch Club

Madison, WI

Marketing Research Class Project

Fall 2024

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

Digital Marketing Course Projects

Madison, WI (Spring 2024)

- Collaborated on strategy development for Bridge Fractional Marketing
- Optimized a simulated \$125,000 ad budget across digital channels to improve ROI

Study Abroad Marketing Projects

Barcelona, Spain (Spring 2025)

- **Pepsi/Kendall Jenner Case Study (Business Ethics Course)** – Analyzed Pepsi's controversial Kendall Jenner ad to identify ethical missteps and gaps between brand values and messaging; created actionable recommendations for brands to align authentically with social causes and build consumer trust
- **PetConnect (Start-Up Creation Course)** – Collaborated on a start-up concept connecting pet seekers with shelters; conducted market research, created a full business plan, and pitched a digital strategy with competitive positioning and partnership opportunities

Alpha Chi Omega

Madison, WI

Lifetime Member/Food Manager

Sept 2022 – Present

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