

**Josie Steinke**  
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## Education

### University of Wisconsin- La Crosse

College of Business Administration

Major: Marketing, Minor: Psychology

GPA: 3.350

La Crosse, WI  
September 2020- Present

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## Certifications

### Microsoft Office Specialist    May 2019

- Office PowerPoint
- Office Word
- Office Excel
  
- Google Analytics

- Google Ads Display
- HubSpot Social Media
- HubSpot Email Marketing

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## Relevant Coursework and Projects

### Kwik Trip Integrated Core Program

*University of Wisconsin- La Crosse*

*College of Business Administration*

*FIN 355/ MGT 308/ MKT 309/ MKT 323*

- Composed a strategic analysis for hypothetical investors
- Created a report deck of findings with PowerPoint
- Collaborated with a team with the use of Microsoft Teams

La Crosse, WI  
September 5, 2023- December 2023

### Marketing/ Social Media Internship

*New Horizons Shelter and Outreach Center, Inc.*

- Created multiple posts a week for Facebook and Instagram
- Utilized Canva to follow the theme and tone of the company
- Worked with a team to understand the needs of the company

La Crosse, WI  
May 2024- August 2024

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## Work Experience

### Milwaukee Burger Company

*Server/Bartender/Shift Lead*

- Collaborate with team members to satisfy guest experience
- Managed orders and accompanying financial transactions using digital Point of Sale system
- Designed menus to promote seasonal specials using Canva
- Train new employees and lead Front of House employees
- Handle all transactions on cash register using cash and card payments

La Crosse, WI  
June 2021- Present

### Coulee Connections

*Student Coach*

La Crosse, WI  
January 2021- May 2021

- Assisted teacher with creating student success plans
- Adhered to the different communication styles of students
- Collaborated with other staff to effectively support the unique needs of students