
Madelyn Fredrickson

Education

University of Wisconsin-La Crosse, La Crosse, WI

Bachelor of Science, College of Business Administration, August 2025

- **Major: Marketing**
- Cumulative GPA: 3.48
- Dean's List: Fall 2022, Spring 2023, and Spring 2024

Client Service Experience

Marketing Intern, Echelon Wealth Partners – Ameriprise Financial, Rochester, MN, July 2023-Present

- Assist in developing and executing client promotions to enhance engagement and brand visibility.
- Generate Morningstar reports to provide insights on market trends for financial portfolios.
- Oversee social media management, including content creation, scheduling, and performance tracking.
- Maintain and update the company website to reflect current offerings, events, and industry insights.
- Organize and maintain client files to ensure efficiency and productivity for all staff.

Service Manager/Assistant Aisles Online Manager, La Crosse, WI & Rochester, MN March 2024 - January 2025

- Supervised front-end operations, ensuring exceptional customer service and efficient checkout processes.
- Managed and trained employees to enhance productivity, teamwork, and service quality.
- Oversaw Aisles Online operations, coordinating order fulfillment, order accuracy, and timely deliveries.
- Collaborated with upper management to improve operational workflows and customer engagement.

Technical Skills

- Computer skills: Microsoft Office (Access, Excel, Word, PowerPoint), Retail Product Management (RPM), and Salesforce CRM
- Social media tools: Facebook, LinkedIn, Twitter, and Instagram
- Certifications: Google Analytics, Google Display Ads, Google Search Ads, HubSpot Email marketing, and HubSpot Social Media Marketing

Additional Work Experience

Choreographer, Zumbrota Dance Studio, Zumbrota, MN, September 2022-Present