

# Adele Scoggin

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## EXPERIENCE

### Famous Freddie's Roadhouse, Round Lake, IL — Server

July 2023 - PRESENT

- Delivered a positive guest experience by communicating menu offerings, upselling specials, and promoting events to increase sales and engagement
- Built strong customer relationships through attentive service in a high-volume, fast-paced environment
- Collaborated with cross-functional teams to ensure consistent service quality and brand representation
- Developed transferable marketing skills including audience awareness, persuasive communication, and customer retention strategies

### Regal Cinemas, Round Lake, IL — Cashier

November 2021 - February 2023

- Created and managed content for the theater's TikTok account, increasing local visibility and audience interaction through creative videos
- Managed ticket and concession sales while promoting special offers and loyalty programs to enhance customer engagement
- Provided friendly, efficient service and resolved customer questions to ensure a positive brand experience
- Gained hands-on experience on customer communication, sales strategy, and brand representation in a high-traffic setting

## PROJECTS — College Related

### AdelineBeach — E-Commerce

- Designed and launched a sweatshirt e-commerce website using WordPress and WooCommerce
- Focused on branding, user experience, and social media promotion

### Buhi Supply Co. — Marketing Simulation Project

- Developed and analyzed digital ad campaigns in the Stukent Simternship platform

## SKILLS

Digital marketing

Social media marketing

Content creation

Email marketing

SEO fundamentals

Marketing analytics (basic)

Brand awareness strategies

Customer engagement

## EDUCATION

Western Technical College, La  
Crosse WI

September 2024 - May 2026

## CERTIFICATES

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HubSpot Social Media Marketing

HubSpot SEO

HubSpot Email Marketing

Marketing Principles

Simternship

Market Research Simternship

Digital Marketing Simternship

Social Media Simternsh