

Adele Scoggin

Digital Marketing student at Western Technical College with hands-on experience in social media content creation, storytelling, and brand engagement through e-commerce projects and marketing simulations.

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 optimized digital advertising campaigns using performance metrics such as CTR and conversions
- Analyzed campaign data to improve audience targeting and budget allocation

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SKILLS

Social Media Content Creation & Storytelling (TikTok, Instagram)

Employer Branding & Brand Awareness

Content Planning & Campaign Support

Basic Social Media Analytics & Performance Tracking

Written Communication & Audience Engagement

EDUCATION

Western Technical College, La Crosse WI

Associate Degree in Digital Marketing
September 2024 - May 2026

CERTIFICATES

HubSpot Social Media Marketing
HubSpot SEO

HubSpot Email Marketing
Marketing Principles Simternship
Market Research Simternship
Digital Marketing Simternship
Social Media Simternship