

Elise M. Poos

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Education

University of Wisconsin-Madison

Major: Strategic Communications

Certificates: Sports Communication & Digital Studies

Madison, WI

May 2025

Bachelor of Arts

Sports Industry Experience

Madison Capitols Hockey Club (USHL)

Business Development & Game Night Intern

October 2024-Present

Middleton, WI

- Collaborate with the marketing staff to develop promotional materials and outreach strategies, enhancing community engagement and driving ticket sales through creative event concepts and advertising
- Assist in developing social media content and campaigns to promote game nights, increasing online visibility and interaction across Facebook, Instagram, TikTok, and email over the course of the season
- Proactively use additional hours in the office leading up to game nights to streamline operations and ensure all game day activities are prepared so that fans and staff alike have a seamless gameday experience

Sports Girls Club

Founding President

May 2023-Present

Madison, WI

- Established the collegiate chapter of Girls Club at UW-Madison which involved writing the organization's 16-page constitution, recruiting an advisor and executive board, and pioneering a social media campaign
- Plan and organize meetings, professional workshops, guest speaker panels, and fundraisers while maintaining legal processes and a budget that was received solely from donations through social media campaigns
- Act as primary liaison between our chapter and the nonprofit organization, Girls Club National, ensuring that our chapter aligns with the national chapter's values and is able to attend the annual national conference

AreaRED

Men's Basketball Director (2024-2025)

September 2021-Present

Madison, WI

Former Women's Basketball Director (2023-2024) & Basketball Committee Member (2022-2023)

- Participate in weekly meetings with Wisconsin Athletics professionals to coordinate student-based promotional marketing efforts for the Wisconsin Men's Basketball program
- Lead the creative and methodological process for all student section activities, half-time shows, school traditions, and giveaways to improve engagement on social media as well as the energy in the student section on gamedays
- Assist with marketing and digital media efforts for basketball promotions -- both photo and video
- Participated in the planning and execution of the most attended Wisconsin Women's Basketball game in 17 years

Lakeshore Chinooks Baseball Club

Gameday Operations & Entertainment Intern

May 2024-August 2024

Mequon, WI

- Recruited participants for in-game promotions and entertainment segments on the field, organizing all participants' waivers prior to the first pitch and guaranteeing that our sponsors were effectively represented
- Managed and set up all rental decks and concession stands -- providing stellar customer service and ensuring the satisfaction of all fans in both food and experience throughout all nine innings.
- Worked with Social Media Interns to promote the giveaways and theme nights as well as to effectively portray the fan atmosphere to prospective attendees

Communication Experience

Delta Delta Delta, Mu Chapter

Member Selection Committee & Philanthropy Committee

October 2021-Present

Madison, WI

- Oversee the analytical side of recruitment and utilize numerous Excel functions to organize member selection from a pool of 1,600 potential members in order to increase our membership by 35%
- Orchestrate over 100 interviews to decide on the most worthy candidates for each year's leadership team
- Participate in the planning process for philanthropy events for our philanthropic partner, St. Jude Children's Research Hospital -- increasing our fundraising by \$10,000 from the previous school year

Badger Burger Company

Server

May 2023-September 2023

Richfield, WI

- Efficiently operated the point-of-sale system to input orders from customers while maintaining filled beverage glasses, cleared tables, and happy customers at upwards of 13 tables at a time
- Communicated with kitchen staff and bartenders to ensure that customers' food and drink orders were prepared correctly and in a timely manner -- receiving a 24% tip on average
- Preserved the cleanliness of the restaurant and ensured the organization of money -- both cash and card

Skills

Language: Spanish (Conversational)

Technical: Microsoft Excel and PowerPoint Certified, proficient in Adobe Suite and Microsoft Office