

Monse Zamora

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EDUCATION

MARQUETTE UNIVERSITY

Bachelor of Communications

Major in Advertising; Minor in Marketing

Cumulative GPA: 3.56/4.0; Dean's List

Relevant Coursework: Consumer Behavior, Social Media Analytics; Digital Marketing; Consumer Insight/Strategy

Milwaukee, WI

Expected May 2026

SKILLS

- Fluent Spanish Speaker
- Word/Excel/PowerPoint
- GA4 Certificate
- Canva & Adobe Suite
- HubSpot Email Marketing Certificate
- Customer Service Oriented

AWARDS

- Pre-Law Scholar
- Scholarship recipient of EOP-SSS
- Honors Student
- Scholarship recipient of Kohler's Scholars

WORK EXPERIENCE

CHURCH OF THE GESU

Marketing Assistant

Milwaukee, WI

Nov 2025 – Present

Supported fundraising and stewardship campaigns, including efforts to raise money for the church's renovation and programming. Assisted in planning parish events and creating marketing materials such as financial reports, impact reports, and donor communications. Managed social media content and scheduling to increase engagement, promote parish initiatives, and strengthen community outreach. Collaborated with staff to ensure consistent branding and effective communication across all channels.

ADVERTISING CLUB AT MARQUETTE UNIVERSITY

Club President

Milwaukee, WI

Apr 2025 – Present

Led an 8-member executive board in planning and executing all club operations, including professional development events, agency visits, and speaker sessions for 40+ members. Oversaw the club's marketing, communications, and recruitment strategies while strengthening partnerships with faculty, campus departments, and industry professionals. Managed budgeting, delegation, and strategic planning to increase engagement, streamline operations, and enhance the overall member experience.

STRATTEC SECURITY CORPORATION

Marketing Intern

Milwaukee, WI

Mar 2025 – Present

Assisted in executing digital marketing campaigns, content creation, and market research while analyzing performance metrics to optimize engagement. Managed all social media accounts by developing and scheduling posts that enhanced brand visibility and audience growth. Supported event and show planning, including logistics and promotional coordination. Contributed to website updates, blog writing, and the development of marketing materials to maintain consistent branding and messaging. Collaborated with cross-functional teams to align marketing strategies across platforms.

VERSITI BLOOD CENTER OF WISCONSIN

Marketing Customer Care Student Assistant

Milwaukee, WI

Aug 2024 – Dec 2024

Analyzed customer data to identify trends, aiding in the optimization of marketing strategies and pricing accuracy. Assisted in creating marketing materials, ensuring consistency with brand messaging. Provided support across various channels, resolving inquiries and issues to enhance satisfaction.

Field Marketing Intern

Jun 2024 – Aug 2024

Assisted in executing field marketing projects by coordinating logistics and engaging with other departments to drive brand awareness. Conducted market research within clinical trial companies and gathered data to support planning and optimizing searches.

CENTER FOR THE ADVANCEMENT OF HUMANITIES AT MARQUETTE

Communications Assistant

Milwaukee, WI

Aug 2022 – Jan 2023

Demonstrated excellent written and oral communication skills. Created factual and creative posts about the center's events to post on its various social media platforms. Drafted and edited the center's marketing and brand information and provided additional help to coworkers.