

Emily E. Matzke

Home • 9491 Highway Y Sauk City, WI 53583 • ematzke2@wisc.edu

Education

University of Wisconsin-Madison

GPA: 3.0/4.0

Bachelor of Science, Expected Graduation May 2020

Double Major: Animal Science and Life Sciences Communication

Certificate: Agriculture Business Management

Performance Profile

Program Assistant – AgrAbility of Wisconsin, Madison, Wisconsin

May 2017-Present

- Develop social media posts for Instagram, Twitter, Facebook and Pinterest
- Write newsletter articles to be sent to a network of past and current clients
- Design content for trade show banners and newsletter outlines using InDesign and PhotoShop
- Work with Easter Seals of Wisconsin to promote accessibility on farms to farmers who have disabilities

Sales Associate – Sassy Cow Creamery, LLC, Columbus, WI

August 2015-Present

- Follow specific sanitary procedures in order to insure cleanliness in all aspects of the store and creamery
- Provide excellent customer service to customers, including explaining the variety of ice cream flavors
- Educate customers about the organic and conventional dairy farms that provide milk to the creamery in order to facilitate transparency between producers and consumers and serve as a tour guide for farm tours

Activities

Co-host, Ag Chat Radio Show, UW-Madison

January 2017-Present

- Developed educational materials and gather agriculture stories to share with listeners
- Hone interviewing skills to provide the information that is necessary for listeners to hear from guests

Member, Public Relations Association of Women in Agriculture, UW-Madison

September 2016-Present

- Promote AWA and its' members via social media as well as work hand in hand with various other officers to promote AWA to the public and other students at UW-Madison
- Formal Committee: organize the spring formal, including budgeting and time management for the event
- Develop professional, social and service skills through Association Events

Member, VP of Careers National Agri-Marketing Association, UW-Madison

September 2016-Present

- Participate in Marketing Team; expanding knowledge on developing marketing campaigns for agricultural products
- Provide a link between UW-Madison NAMA Members and Professional (Badger) NAMA members by setting up job shadows, study tours and encouraging other members to attend Badger NAMA events

Member, Secretary Collegiate Farm Bureau at UW-Madison

September 2016-Present

- Record meeting minutes and keep an accurate record of all members involved in Collegiate Farm Bureau
- GMO Committee Member: contact potential panelists to participate as GMO experts, develop advertising materials to invite community members to the panel, and do public outreach to inform people of the panel
- Serve as a collegiate voice for agriculture; educating the UW-Madison student body about agriculture

WDE Grilled Cheese Stand Co-Chair, Badger Dairy Club, UW-Madison

September 2016-Present

- Correspond with dairy industry professionals to set up a coupon program for their companies to purchase products from the World Dairy Expo Grilled Cheese Stand
- Expand dairy knowledge and network with professionals through meetings and study tours

Active Member, Various Officer Positions, Roxbury Boosters 4, Sauk Prairie, WI

September 2007-Present

- Developed leadership skills by serving as the President, Vice President, and Secretary
- Enhanced public speaking skills by serving as a Spokeswoman for the Lodi Agricultural Fair on the Fairest of the Fair Court

Awards and Honors

Wisconsin State FFA Degree

2016