

An ambitious and goal oriented individual searching to not only find a career in agriculture but a problem to solve. I am driven, passionate and motivated to help bridge the gap that farmers and consumers face.

# Mariah Martin

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University of Wisconsin-Madison | Bachelor of Science

Major: *Life Sciences Communication* | Certificates: *Business Management for Agricultural & Life Sciences and Leadership*

GPA: 3.6/4.0 | Anticipated Graduation Date: May 2018

## WORK EXPERIENCE

### Bucky's Butchery • September 2016-Present

*Marketing and Communications-Madison, WI*

- Post twice weekly on social media to gain an increased target market for the store and products.
- Manage the retail store open weekly by interacting with customers and sharing the importance of knowing where your food comes from.
- Communicate to customers through store interactions, social media, and weekly email.

### World Dairy Expo • October 2016

*Media Room Intern-Madison, WI*

- Wrote ten press releases throughout the duration of the event highlighting show results, sales, and awards.
- Managed World Dairy Expo Snapchat to an audience of over 800 people.
- Captured photo moments throughout the event to be used for social media and press releases.

### Marathon County Partnership for Progressive Agriculture • June-August 2016

*Agriculture Ambassador Intern-Wausau, Wisconsin*

- Managed the Ag Adventure Tent at the Wisconsin Valley Fair where approximately 2,000 fair-goers entered the tent over a span of six days.
- Coordinated agricultural education activities, designed agricultural displays, planned demonstrations, organized volunteers, and achieved more than \$4000 in donations, both in-kind and monetary.
- Expanded target audience through TV and radio appearances as well as increasing social media reach during the event by 28 percent.
- Strengthened marketing strategies and brand awareness for organization through community outreach by creating a three-part marketing proposal for the board of directors.

### Babcock Dairy Store • September 2015-September 2016

*Student Employee-Madison, Wisconsin*

- Led an average of two plant tours per week, educating both youth and adults on plant management, products, and the industry.
- Used strong customer service skills to serve customers, clean store, and prepare food.

### Fustead Holsteins • June-August 2016

*Farm Hand-Wausau, Wisconsin*

- Gained hands-on experience in the dairy industry by milking cows and feeding calves.

### Dane County 4-H Camp Adult Staff • August 2014-Present

*Volunteer and Social Media Director-Wisconsin Dells, Wisconsin*

- Supervise activities, plan events, interact with participants, and oversee the overall well-being of 70 campers.
- Manage social media by posting bi-weekly updates and organizing promotional events throughout the summer months.

## CAMPUS INVOLVEMENT

### Ag Chat Radio Show, WSUM 91.7 • January 2016-Present

*Co-host*

- Organize and facilitate discussion about agricultural topics with students and leaders in the industry on "Ag Chat" radio show.
- Educate the general public on agriculture related topics during weekly radio show.

### Association of Women in Agriculture • September 2014-Present

*Public Relations Coordinator, Alumni Coordinator, Association Member*

- Regularly promote organization events with social media and written articles in local, community, and agricultural publications.
- Strengthened relationships between members and alumni through networking and professional events including coordinating a communications workshop for 15 association members and nine alumni members.
- Participate in professional, community service, and fundraising events enhancing my organization, public speaking and leadership abilities.

### Collegiate Farm Bureau • September 2016-Present

*Ag in the Classroom Committee Member, Chapter Member*

- Facilitate Ag in the Classroom events by creating educational material.
- Promote agriculture across the UW-Madison campus with events such as Ag Day on Campus.

### National Agri-Marketing Association (NAMA) • September 2014-Present

*Marketing Team Coordinator, VP of Programming, Marketing Team*

- Lead the 30 member Wisconsin NAMA marketing team to organize and develop a full-scale marketing plan for an agricultural product.
- Recruited successful agri-business presenters for monthly meetings and organized a resume review for members with professionals.
- Developed essential and beneficial skills to be used in agri-marketing and communications including market analysis, promotional strategies and business goals.

## LEADERSHIP EXPERIENCE

### Dane County Fairest of the Fair • April 2015-April 2016

*Official ambassador for the Dane County Fair*

- Promoted the fair through word of mouth, television interviews, and print reaching the greater Madison area.
- Engaged with and educated audiences, advocated for agriculture, and interacted with thousands of Dane County Fair attendees.
- Attended community events throughout the year such as community parades, local Breakfast on the Farm, and Cows on the Concourse.

## HONORS AND AWARDS

Agriculture Future of America Leaders' Conference Delegate (2016)

Agriculture Future of America Food Institute Delegate (2017)

Association of Women in Agriculture Outstanding Sophomore (2016)

Collegiate Farm Bureau Discussion Meet Finalist (2016)

Renk Agri-Business Institute Scholar (2016-Present)

Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA)

Outstanding Sophomore (2016)

National Agri-Marketing Association (NAMA) Student Marketing Team

National Champion (2016)