

**Maya L. Polese**  
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[LinkedIn](#)

## EDUCATION

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### University of Wisconsin-Madison

*School of Journalism and Mass Communication*

**Major:** Journalism BA

**Certificate:** Digital Studies, Digital Media Analytics

**Cumulative GPA:** 3.8/4.0

**Key Coursework:** Creative Campaign Messages, Brand Management for Advertising Professionals, Concepts and Tools for Data Analytics, Media and the Consumer, Physics in the Arts, Digital Media & Science Communication

**Proficiencies and Certifications:** Canva, Adobe Premiere, WIX Certified, Word Press, Muck Rack, MRI Simmons

### University of Sydney

*Study Abroad Program*

**Coursework:** Mass Communication and The Sociological Enterprise within an international academic environment

## WORK EXPERIENCE

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### Sabrina Levine Communications

*Public Relations Intern*

Represented a variety of clients including Cerca Dating, Billy Folchetti, Dr. James Kelly, The HUB, Daily Practice

- Assisted in securing press placements and building targeted media lists for a wide variety of consumer clients
- Drafted and edited press materials including pitches, media alerts, and client briefing pitches for public release
- Conducted industry and competitive landscape research to inform strategic campaign development
- Developed influencer outreach, client reporting, and daily account coordination in a fast-paced agency setting

### The Conduite

*Creative Strategist Intern*

Supported outsourced PR efforts for clients in consumer goods, food and beverage, wellness, fashion, and media

- Developed insight-driven campaign concepts and pitch decks tailored to diverse brand voices and audiences
- Conducted competitive landscape research and data analysis to inform insight-driven campaign strategies.
- Supported influencer outreach and successful launch strategies for Leon's Bagels' Mulberry Street opening
- Refined and updated campaign concepts and strategic recommendations based on internal teams' feedback.

### Nutrition By Marlo

*Social Media Strategist | Freelance*

- Conducted audience and performance analysis to improve engagement, positioning, and brand authority.
- Drove revenue partnerships by securing paid promotions and ambassadorships with AG1, OWYN, and Orgain
- Increased audience growth by 40% over 8 weeks through data-informed content and engagement strategy

### Cento Madison

*Server & Hostess*

- Managed high-volume guest flow, making real-time decisions to optimize team efficiency and guest experience
- Delivered brand-aligned, persuasive consultative service using product expertise to drive premium positioning

## LEADERSHIP AND INVOLVEMENT

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### Wisconsin Microfinance

*Member*

- Increased community engagement by 10% by promoting microfinance programs for low-income households
- Attend weekly meetings and training sessions to develop communication and market analysis skills

### Runway of Dreams

*Associate Member*

- Contributed to planning and execution of the annual adaptive fashion show, supporting event logistics
- Designed and produced the official show pamphlet under a \$20 budget, ensuring accessible event materials

### Elizabeth Glaser Pediatric AIDS Foundation & Sharsheret

*Philanthropy & Fundraising Coordinator Member*

- Generated \$2,000 in donations through strategic outreach and awareness campaigns across campus.
- Helped to organized events & fundraisers with Frankies Bikinis, McTaggart's Deli, Kamps, and CrowdChange

## INTERESTS

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NY Yankees, International Travel, Photography & Art, Wine & Food Education, Pilates, Vintage Thrifting, Hiking