

Taylor Tews

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Education

August 2024 – Present

University of Galway - Expected Graduation – August 2025

Master of Science – Consumer Psychology

September 2020 – May 2024

University of Wisconsin – La Crosse - AACSB Accredited University – Graduated May 2024

Bachelor of Science – Double Major: Marketing and International Business | Minor: Business Analytics

GPA: 3.73/4.0 (Irish equivalent: Upper Second-Class Honours (2:1))

Professional Work Experience

April 2025 – Present

Product and Solutions Implementation Intern – Welliba, Galway, Ireland

September 2022 – May 2024

Office Assistant – Marketing Internship – College of Business Administration Dean's Office, La Crosse, WI, USA

- Redesigned webpage using traffic data to analyze frequent CBA webpage users
- Designed 100+ digital marketing advertisements for the College of Business Administration using Canva
- Increased Instagram following for the College of Business Administration by 583 followers from 0 followers since September 2022

June 2022 – August 2022

Golf Operations Marketing Intern – Wild Rock Golf Club at the Wilderness, Wisconsin Dells, WI, USA

- Prepared paperwork for 12 golf outings of 100+ golfers
- Implemented customer service skills by assisting customers to schedule tee times and alleviate questions and concerns.

June 2020 – August 2021

Summer Program Staff – YMCA, Elk River, MN, USA

- Lead 60+ children through outdoor games and activities
- Implemented accurate application of safety protocols.
- Facilitated in three events weekly such as field trips, swimming, and outdoor games

June 2019 – March 2020

Retail Sales Associate – Kohls, Coon Rapids, MN, USA

- Enhanced customer service skills while multitasking efficiently.
- Collaborated effectively in a team by dividing up tasks to complete
- Grew connections by interacting with customers to facilitate a positive experience
- Earned three top credit seller at Kohls in 1 year of service

Academic Achievements/Awards

Dean's List – Seven Semesters

- Qualified by attaining outstanding academic achievement of earning not less than a 3.50 semester GPA

UWL 2023-2024 Student Employee of the Year Recipient

- Recognized contributions made to the university as a valued student employee

Ron Gillies International Education and Engagement Fund Scholarship

- Selected as the scholarship recipient from a pool of applicants

Key Skills

Technical Skills

- Programming languages – R, SPSS, and SQL
 - Executed projects in undergraduate school using R, SPSS, and SQL programs to analyze data
- Data visualization – Tableau
 - Illustrated data analysis using data visualization created on Tableau
- Advanced in Microsoft Office – Excel, Word, Outlook, and PowerPoint
 - Implemented in a work setting to share and display information with a team
- Advanced in Google Products
 - Google Sheets, Google Docs, and Google Slides
- Creative tools – Canva
 - Created digital marketing media for professional work and university assignments

Language

- Conversational Level Proficiency in Spanish

Certifications

- Business Administration Specialist SuperBadge – Salesforce
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Project/Program Experience

May 2023 - June 2023

Sustainable Business Study Abroad Program in Ireland – *University of Wisconsin - La Crosse*

- Studied Irish sustainability practices through sustainable marketing and social entrepreneurship
- Developed understanding of new sustainability practices

January 2022 - May 2022

Integrated Core Program – *University of Wisconsin - La Crosse*

- Consulted for a \$4 billion in revenue corporate company by researching and presenting found solutions to representatives from the company supporting workplace design practices
 - Effectively communicated within a team of four on class projects
 - Strengthened decision-making and critical thinking skills by completing projects with ambiguous charters
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Campus and Community Involvement

April 2022 – May 2024

College of Business Administration - Ambassador – *University of Wisconsin - La Crosse*

- Presented academic advice for 528 first-year students in the CBA
- Coordinated with small group advising for Underclassman students

September 2021 – May 2024

American Marketing Association – Director of External Events – *University of Wisconsin - La Crosse*

- Orchestrated a company crawl of 14 students to network with three companies in Madison, WI
- Develop marketing skills by participating in workshops and listening to speakers
- Grow connections with business professionals through attending the AMA International Collegiate Conference