

Grace Lenk

lenk@wisc.edu | 952-905-1417 | [linkedin.com/in/grace-lenk-7b1665245](https://www.linkedin.com/in/grace-lenk-7b1665245)

EDUCATION

University of Wisconsin-Madison

Madison, WI

Bachelor of Science, Consumer Behavior and Marketplace Studies

May 2025

Certificates in Digital Studies and Sustainability

- Cumulative GPA: 3.80/4.00
- Dean's List (Spring 2022, Spring 2023, Fall 2023, Spring 2024)

EXPERIENCE

Continua (formerly Intereum)

Plymouth, MN

Marketing Intern

May 2024 - Present

- Contribute to the development of brand efforts with content creation and content management within the workplace integration market.
- Engage in sales support with go-to market strategies by synthesizing critical raw information into comprehensible and engaging formats.
- Performed a successful internal case study to be used by the executive leadership team in elevating a new company-wide narrative.

HOWND

London, England

Marketing and Social Media Intern

March 2024 – April 2024

- Create digital marketing campaigns to connect and engage new consumers and their target market.
- Support digital communication and social media presence development for the international natural pet care company.

PROFESSIONAL DEVELOPMENT AND LEADERSHIP

Delta Gamma Fraternity - Omega Chapter

Madison, WI

Vice President of Panhellenic

December 2022-December 2023

- Drove communication strategy to over 200 members on a weekly basis through multiple online mediums.
- Developed engagement strategies to enhance member participation in philanthropy events and other activities.

Student Retail Association

Madison, WI

Active Member

February 2023-Present

- Participate in professional, volunteering, and social events and network with both peers and guest speakers.
- Gain understanding of sales and marketing techniques, how to promote products, build customer relationships, and analyze market trends.

ACADEMICS

Marketing Management and Consumer Insights

Madison, WI

- Ongoing coursework focused on product development, consumer preferences, quantitative data analysis, pricing and distribution strategies, social media and web optimization, market segmentation and brand development.

SKILLS

- Proficient in Canva, Excel, Outlook, PowerPoint, Teams, SharePoint, Photoshop, Premiere Rush, Dreamweaver, Lightroom, InDesign, and all Google software applications.
- Strong interpersonal skills (verbal and written), critical thinking, teamwork, problem-solving, time management, and adaptability.