

Alaina Rietmann

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EDUCATION

University of Wisconsin-Madison | Madison, WI

May 2025

Bachelor of Arts; Journalism & Strategic Communications

- Certificate: Digital Studies
- GPA: 3.8; Dean's List (Fall & Spring 2021-2024)

Institute for International Education of Students (IES) | Barcelona, Spain

January 2024 - May 2024

- Completed study abroad coursework in Journalism and International Media

PROFESSIONAL EXPERIENCE

Orangetheory Fitness | Remote

Marketing and Social Media Intern

May 2024 - August 2024

- Collaborated on organization and promotion efforts in partnership with Crisp & Green, increasing brand visibility and community engagement
- Evaluated brand photo/video library to create engaging content for social media and digital ads
- Monitored and reported on earned media coverage while designing custom graphics to amplify key messages across social and digital platforms

The Evoke Agency | Madison, WI

Account Strategy Intern

May 2023 - January 2024

- Directed innovative content for TikTok and Instagram while constructing comprehensive content schedules via Hootsuite, Sprout Social, and other management tools
- Initiated 30+ influencer partnerships, actively sourced and maintained beauty/lifestyle partnership content for Henkel CPG
- Monitored & evaluated earned and paid media coverage, authored press releases and earned press content

LEADERSHIP & INVOLVEMENT

Public Relations Student Society of America (PRSSA) | Madison, WI

President

June 2024 - Present

- Organize planning of 15+ chapter events, including general meetings, career workshops, and professional development events
- Lead bi-weekly executive board meetings, delegating all responsibilities and ensuring coordination of events and long-term initiatives
- Manage and supervise executive board and 55+ active club members

Vice President

June 2023 - June 2024

- Secured speakers in PR/marketing roles for 10+ chapter meetings through strategic outreach
- Edited external/internal communications for all chapter events, enhancing clarity and member engagement

PR Director

April 2022 - June 2023

- Marketing PRSSA chapter effectively through LinkedIn, Instagram, Mailchimp & Wordpress

Gamma Phi Beta - Gamma Chapter | Madison, WI

Recruitment Leader

June - September 2024

- Assisted in coordination of Gamma Phi Beta's formal recruitment process for 300+ active members

Events Director

December 2022 - December 2023

- Planned and executed 20+ social events for chapter members, hosting over 150 guests per event
- Negotiated and signed venue/F&B vendor contracts

The Double U | Madison, WI

Head Bartender & Server

January 2023 - Present

- Serve a crowd of 250+ guests nightly, consistently driving drink sales beyond \$10,000 in a high-volume bar environment
- Operate tills efficiently, handling large transactions and ensuring accurate cash management, tip allocation, and end-of-night balancing

AFFILIATIONS & SKILLS

Honors: Cedric & Ethel Parker School of Journalism Scholarship (2024); Katy Culver's Best Pitch Award (2022)

Relevant Skills: Microsoft Office Applications, Hootsuite, WordPress, MRI-Simmons

Interests: Influencer Sourcing, Media Campaigns & Research, Film Photography, Figure Skating