

Lucy Wiatrowski

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EDUCATION

James Madison University

Bachelor of Business Administration in Marketing
Concentration in Digital Marketing

Expected Graduation: May 2026
Major GPA: 3.8

Virginia Peninsula Community College

Associate of Business Administration
Awards: President's List: 2023-2024

Graduated May 2024
Cumulative GPA: 3.9

WORK EXPERIENCE

Celsius Holdings Inc.

Student Marketing Ambassador

Harrisonburg, VA
June 2025 – Present

- Support brand marketing initiatives through campus activations that increase product awareness
- Coordinate event setup, on-site brand presence, and student interactions to drive consistent brand messaging
- Build relationships with campus organizations to support partnerships and co-promotional opportunities
- Represent the brand professionally while adapting messaging to different student audiences and event settings

iHeartMedia

Board Operator

Harrisonburg, VA
June 2025 – Present

- Manage and schedule multi-platform social media content for six radio stations promoting events, programs, news, and local initiatives
- Design digital promotional assets to increase audience engagement and brand visibility across local stations
- Coordinate with marketing and on-air teams to ensure consistent communication across digital platforms
- Support integrated campaigns through event promotions and direct audience engagement to grow awareness

Giuseppe's Italian Restaurant

Server & Bartender

Williamsburg, VA
August 2023 – Present

- Deliver positive, personalized customer experiences through clear communication and attention to guest needs
- Recommend featured items and daily specials while maintaining high levels of guest satisfaction
- Manage multiple priorities efficiently while maintaining professionalism in a fast-paced environment
- Strengthen problem-solving and relationship-building skills through daily customer interaction

LEADERSHIP & EXTRACURRICULAR INVOLVEMENTS

Phi Gamma Nu – Epsilon Iota Chapter, Professional Development Organization

Head Social Media Chair

Harrisonburg, VA
May 2025-December 2025

- Lead the chapter's digital presence and social strategy by developing content plans, executing campaigns, designing branded assets, and managing multi-platform posting to 1,100+ followers to increase event awareness, engagement, and overall chapter visibility

Philanthropy Chair

December 2024-May 2025

- Directed the planning and promotion of philanthropic initiatives by coordinating community partnerships, organizing fundraising events, and managing digital outreach efforts to increase participation, donations, and awareness of supported causes
- Coordinated "Pie-a-Phi" and raised \$1,300 in under 24 hours for The Collins Center

American Marketing Association – James Madison University Chapter

Vice President of Marketing

Harrisonburg, VA
April 2025-Present

- Manage AMA's overall brand presence by guiding promotional strategy, overseeing content creation, and directing digital engagement across platforms to support recruitment, event promotion, and sustained member engagement in alignment with organizational goals

SKILLS

Marketing & Digital: Content Creation, Social Media Support, Brand Coordination, Event Marketing

Data Analytics & Reporting: SQL, Excel

Design & Content Tools: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Canva

Certification(s): Adobe Certified Professional (Illustrator, Photoshop, InDesign, Visual Design); HubSpot Digital Marketing Certification; LinkedIn Learning (Excel to SQL, Canva, Brand Design)