

# Elizabeth Rethwisch

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## PROFESSIONAL SUMMARY

Current outreach officer experienced in using digital marketing tools to creatively and effectively advertise information and maintain a strong brand image. Proven ability to handle multiple responsibilities and adapt quickly to changes to choose the best course of action. Strong leader that fosters connectedness and positivity in the workplace, and constantly searches for more opportunities to learn and develop skills.

## EDUCATION

Iowa State University

Ames, IA

*Bachelor of Science - Marketing*

May 2025

*Sales Certificate*

May 2025

## LEADERSHIP

*Outreach Officer Website Development Club*

Spring 2021-present

- Renovated and updated advertisement board for outreach events (ex. ClubFest)

*Sales Club*

Fall 2021-present

- Attended meetings without class requirement in order to network and expand knowledge of career opportunities and business skills

*Advertising Chair Residence Hall*

Fall 2021-Spring 2021

- Designed and implemented social media account to keep 30+ residents connected and up to date

## INDUSTRY EXPERIENCE

**Front Desk Supervisor**

Ames, IA

*TownePlace Suites By Marriott*

Summer 2022 - present

- Coordinate with 5+ housekeepers to ensure the optimization and standards of 89 rooms with 5 different room types to ensure customer satisfaction based on returns, reviews, and feedback
- Trained 4 employees in Salesforce, Excel, and Fosse systems to manage and maintain hotel standards, as well as update pre-arrival requests using the Marriott app interface
- Employ relational selling to find the best solution to customer needs based on factors such as room requirements, space type, budget, etc. while building relationships

## RELATED EXPERIENCE

**Graphic Designer**

Ames, IA

*Music For Meals*

Spring 2022

- Applied Canva skills to construct multiple template choices based on given information
- Displayed advertisement in numerous downtown, social, and residential areas in order to reach large target market

*Residence Hall*

Fall 2021-Spring 2021

- Produced and maintained content on Instagram for connecting 30+ residents
- Handled multiple projects simultaneously while maintaining deadlines for all
- Designed and composed various media such as shirts, posters, emails, etc for greater contact, networking, and bonding activities