

Anisia Matejic



Personal Website

<https://www.anisiamatejic.com/>

Contact

(480)-395-9352
anisia.matejic@vtmsolutions.com
[LinkedIn](#)
22665 E Stacey Rd.
Queen Creek, AZ 85142

Education

University of Wisconsin-Madison
Major | Life Sciences Communication
Certificates | Agriculture Business
Management & Digital Studies
Graduation | May 2024

Personal Skills

- Creative
- Problem solver
- Detail-oriented
- Motivated
- Organized
- Quick learner
- Time Management

Professional Skills

- Adobe Creative Suite:
PremierePro, Photoshop,
Illustrator & InDesign
- Meta Business Suite
- Microsoft Office Suite
- Project Management: Asana
- Market Research

Language

- English (Native)
- Serbian (Bilingual Proficiency)
- German (Elementary Proficiency)

Hobbies & Interests

- Traveling
- Hiking
- Tennis

Work Experience

Sales Development Representative | Oracle NetSuite

Austin, TX | August 2024 - February 2025

- Generate qualified leads through cold calls, emails and LinkedIn outreach surpassing weekly outbound outreach
- Collaborate with Account Executives to ensure smooth lead handoff and transition
- Leverage industry knowledge, product knowledge and competitor insights to create compelling value propositions to address prospect pain points

Marketing/Social Intern | Botham, INK.

Mount Horeb, WI | February 2024 - May 2024

- Managed multiple social media platforms to increase brand visibility
- Created and executed marketing campaigns for clients, utilizing various channels to reach target demographics and achieve campaign objectives
- Designed graphics for media use, including social media posts, advertisements, and promotional materials

Operations Attendant | Recreation & Wellbeing

Madison, WI | August 2023 - May 2024

- responsible for day-to-day operations of the Nicholas Recreation Center and Bakke Recreation & Wellbeing Center, seeing 1.3M users annually
- maintain inventory of \$1M of fitness and sports equipment
- Ensure member safety by monitoring activity spaces and responding to medical and weather emergencies

Social Media Marketing Intern | Lake Country DockHounds

Oconomowoc, WI | May 2023 - August 2023

- Worked closely with Marketing and Sales teams
- Managed multiple social media platforms with over 21,000 followers (Facebook, Instagram, TikTok, and Youtube)
- Created and edited short-form and long-form videos
- Activated corporate partnerships through SponsorCX

Sales Associate | Friends of Nature

Oconomowoc, WI | November 2020 - July 2021

- Cultivated loyal customer relationships by greeting customers and providing personalized product guidance
- Collaborated with team members to ensure a high level customer satisfaction
- Managed product supply rotations and ordering using an inventory management system
- Operated cash register and balanced drawer at end of shift

Junior Tennis Instructor | Wisconsin Athletic Club

Hartland, WI | February 2017 - August 2019

- Collaborated with lead instructor and team members regarding weekly skills and goals
- Taught tennis lessons to four different age groups of children ages 3-13 in groups of 10-15
- Created and edited short-form and long-form videos
- Customized individual tennis instruction based on each child's knowledge, skill level and performance

Leadership & Activities

UW-Madison National Agri-Marketing Association

VP Careers 2023 | Marketing Team Member 2022 - 2024

- Promote companies at World Dairy Expo
- Create and present strategic business plans

Advertising Club

Member 2021

- Gained knowledge on career field and career opportunities through meeting participation

Ladera Foods

Brand Ambassador 2021

- Promoted company to increase awareness and sales through social media