

Mikayla Brown

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EDUCATION

University of Wisconsin-Madison | Madison, WI 2025

Bachelor of Science: Information Science

- Minors(s): Digital Studies & Entrepreneurship

Springside Chestnut Hill Academy | Philadelphia, PA 2021

High School Diploma

- Awards: Community Service (2021), Distinguished Arts and New Media (2020), 1st Place MobileMakersEdu “Pitch Your Own App Contest” (2018)

WORK EXPERIENCE

Technology Entrepreneurship Office | Madison, WI

Administrative Assistant

January 2024 - Present

- Produce multiple tracking documents to report the growth of new businesses; resulting in 70% of business goals being met for new entrepreneurs
- Create a filing system for internal servers housing 100+ documents, reducing teams lead search time by 50%
- Utilized Canva to design recruitment flyers that evoked a strong RTB & CTA that led to the recruitment of 30+ entrepreneurs
- Manage the org’s website; utilizing WordPress to improve UX design and plan media posts that boosted community engagement by 30%

Ogilvy | New York City, New York

Junior Project Management

May 2024 - August 2024

- Managed to export/upload and generated file names to traffic 50 assets to media partners and vendors
- Created fee reconciliation doc that boosted financial tracking by 30% & supported high-level convos with clients
- Constructed 5 efficient tracking documents to monitor ongoing revisions to assets, copy, language, channel, specs, and status, reducing asset search time by 40% for internal, creative, and client teams
- Generated monthly timelines for media and production rollout of a social first campaign to ensure our team and clients were aligned
- Supported Account Management team with tactical projects and finding creative solutions

Girls Inc of Greater Madison | Madison, WI

Junior STEM Program

January 2022 - August 2022

- Researched and developed STEM-related lesson plans to teach to a classroom of 30 girls ages 8-10
- Communicated with team, Community Center, and outside organizations to plan field trips and guest lectures for the girls on a week-to-week basis
- Established multiple program schedules including day-to-day schedules, field trips & logistics, and weekly lunch menus sharing them with the team as well as parents and families

LEADERSHIP & ACTIVITIES

Students Today Leaders Forever | UW Madison | Madison, WI

President

September 2024- Present

- Facilitate volunteering events within UW-Madison and outside organizations to host our group of up to 20 people
- Delegate tasks to the team of 6 I oversee to ensure the club’s financial status and social/volunteer events run efficiently.

UX Club | UW Madison | Madison, WI

General Member

September 2023- Present

- Design app and website features using Figma and WordPress to show to potential companies and professors
- Talk with people within the industry of User experience to evaluate my resume and provide feedback

Center for Entrepreneurial Leadership: Venture Accelerator | SCH Academy | Philadelphia, PA

App Developer, STEAM Squad

February 2019 - May 2021

- Developed and coded an app using Swift to help girls ages 5-10 get interested in Steam through educational activities. Now available on the App Store.

SKILLS & INTERESTS

Java • Swift • Python • Figma • HTML • CSS • Microsoft Office • Adobe Dreamweaver • Adobe Audition • Google Workspace • Canva • WordPress