

Elizabeth Epstein

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Education

University of Wisconsin-Madison | Madison, WI - Expected May 2027

- Bachelor of Science in Consumer Behavior and Marketplace Studies; Certificates in Digital Studies and Entrepreneurship
- GPA: 3.57
- Coursework: Introduction to Retail, Print and Electronic Media Design, Skills for Business Analysis, Consumer Behavior, Retail Leadership Symposium, Economics, Introduction to Digital Information

Experience

Sacheu Beauty - Madison, WI | August 2025 - Present

Campus Brand Ambassador

- Selected as the sole University of Wisconsin–Madison ambassador to represent Sacheu Beauty on campus
- Host brand events and create social media content to promote product launches, highlight brand values, and drive awareness
- Collaborate with the brand’s marketing team to provide feedback and amplify visibility among the student body

Krupp Group - New York, NY | June 2025 - August 2025

Public Relations Intern

- Created monthly press reports by compiling coverage from digital, print, and social channels to provide clients with detailed media insights
- Researched and tracked brand mentions across online platforms and publications to monitor media coverage and identify new press opportunities
- Managed influencer send-outs by packaging and coordinating shipments to talent and stylists to promote seasonal launches and client exposure

Creative Jawns - Remote | October 2022 - August 2023

Ambassador

- Chosen from a pool of 100+ applicants throughout the country to intern for a company that creates college merchandise, apparel, and decor
- Offered feedback to company owner regarding font, color, and graphic usage
- Acted as a focus group and represented the target demographic to assist with item creation
- Shared pictures, reviews, and information on personal social media platforms

Leadership & Involvement

Alpha Epsilon Phi - Madison, WI | August 2023 - Present

Member and Apparel Chair

- Coordinate the design, production, and distribution of custom apparel for sorority events and chapter members, ensuring designs reflect the preferences and style of both new and existing members
- Manage budget for apparel orders, ensuring cost-effective purchases and timely delivery of merchandise
- Collaborate with vendors to select materials, finalize designs, and oversee the ordering process for large group apparel