

Addie Koenig

Luck, Wisconsin | addiechristinekoenig@gmail.com | 715-553-8000

Education

Bachelors of Science in Marketing Communications

Dec 2025

University of Wisconsin - River Falls (UWRF)

Bachelors of Arts in Screen and Stage Arts

Dec 2025

University of Wisconsin - River Falls (UWRF)

GPA: 3.923

Classes at Savannah College of Art and Design

Sept 2022-May 2023

Experience

National American Miss Pageant | Nation-Wide

Summer 2023 - Present

Pageant Choreographer

- Leader and mentor to contestants, sharing expertise in public speaking, interviewing, and presence
- Deliver engaging public speaking sessions to large groups, effectively conveying vital information and fostering a supportive environment
- Manage pageant events, demonstrating strong time management skills to ensure seamless execution
- Cultivate positive relationships with contestants and their families, addressing inquiries and providing clear guidance to enhance their pageant experience

Flex Gymnastics | Osceola, WI

Fall 2020 - Fall 2024

Coach | Supervisor | Social Media Manager

- Lead and manage large groups of youth students and adult coaches, fostering a collaborative and engaging learning environment
- Conduct annual staff evaluations, providing constructive feedback and ensuring effective communication
- Utilize strong problem-solving and communication skills to address parent inquiries
- Developed creative and engaging content strategies for the company's social media platforms, increasing brand visibility and audience engagement
- Recognized for leadership potential and promoted to Supervisor in Fall of 2023

Social Media Management Experience

The Pageant Shop | New Brighton, MN

Spring 2021 - Fall 2022 **Social**

Media Manager

- Developed and implemented comprehensive social media strategies across multiple platforms
- Created content, including photography and video tailored to showcase the store's dress collection and promote special events
- Analyzed social media metrics to track performance, adapting strategies based on insights to optimize reach and engagement

Technical Skills

Instagram: Creating content and strategic post planning while tracking performance and engagement

TikTok: Video content creation and engagement strategies for prime content performance

Video Editing: Skilled video editor and media creator for platforms like youtube, experience with iMovie and Adobe Premiere