

# MAXWELL CARREL

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## EDUCATION

### MARQUETTE UNIVERSITY, Milwaukee, WI

Expected May 2028

*Bachelor of Science in Business Administration*

Major: Economics, Information Systems, & International Business

GPA: 3.79/4.00, **Dean's List Honoree (Fall 2024 to Present)**

## EXPERIENCE

*Marquette University, Milwaukee, WI*

### Student Director of Event Logistics

January 2026 - Present

- Coordinate the recruitment, interviewing, and training of 150+ Student Leaders for Orientation and SPARK, preparing them to support incoming freshmen and families through their transition to Marquette.
- Direct logistics and operations for large-scale, multi-day Orientation and SPARK events, communicating with 2,100+ incoming freshmen to ensure a successful arrival experience.
- Partner with vendors on development of event merchandise.
- Build family/student event schedules in Guidebook and organize students into small groups via Slate to ensure a positive campus experience.

*J. Crew Factory, Milwaukee, WI*

### Sales Associate

May 2025 - Present

- Organize the store merchandise to improve customer experience while shopping.
- Train and onboard new associates in customer experience expectations and POS system operation.
- Provide excellent customer service in a friendly and fast-paced environment to maintain customer experience.
- Collaborate with other regional J. Crew Factory stores to solve customer needs and improve their satisfaction with the J. Crew brand.

## ACTIVITIES & AWARDS

*Marquette University E-Sports Team, Milwaukee, WI*

### Club President

May 2026 - Present

- Organize and run weekly meetings of the executive board to plan for upcoming club events.
- Partner with different club contacts to develop merchandise, host recruitment events and participate in competitive leagues.
- Lead team meetings to prepare for leagues competitions throughout the semester
- Manage the rebrand of Marquette Esports and published updated social media imagery and new merchandise store.

### Executive Board Member

May 2025 - May 2026

- Organized weekly meetings to ensure club goals were accomplished throughout the year and prepare for upcoming events.
- Hosted bi-weekly events to build club morale and teamwork within team members.
- Worked with other Big East schools to develop the Big East Esports conference.

*Marquette University*

### Contemplative Action Leadership Award

Spring 2026

Recipients are full-time undergraduate students who, through their leadership, have made outstanding contributions to the university or Milwaukee community.

*Brebeuf Jesuit High School, E-Sports Team, Indianapolis, IN*

### President and Founder

September 2021 - May 2024

- Created a Member Contract and a Club Constitution to create a set of rules for members
- Hosted weekly matches with other schools around Indiana to run competitive seasons for members.
- Facilitated the creation of an esports space to be used by our members for competitive matches.