

SUMMARY:

Seeking a job in Advertising and Communications at an innovative and fast-paced organization where I can work hard, learn, hone skills, provide value, and contribute to the team in addition to becoming more familiar with the field.

EDUCATION:

MARQUETTE UNIVERSITY, Milwaukee WI

Bachelor of Arts Degree in Advertising, Minor: Psychology

May 2014

Related Courses:

- Media Writing
- Contemporary Presentation: Oral and Written Communication
- Copywriting Principles
- Organizational Communications
- Marketing Principles
- Emerging and Social Media
- Mobile Communications

RELATED CLASS PROJECTS:

Organizational Communications – Job Shadow at Branigan Communications

- Observed the daily functions of the office in order to experience a professional setting and evaluated the way Branigan Communications communicated as an organization

Advertising Principles - SWOT Analysis on Under Armor

- Performed a SWOT analysis on a specific brand to better understand the strengths and weaknesses of a brand and how to use those strengths and weaknesses to your advantage

Advertising Strategic Research – Marquette Tribune Readership Research Project

- Surveyed students to evaluate the effectiveness of the promotions of the Marquette Tribune

Emerging and Social Media – Social Media Campaign for Milwaukee Film Festival

- Outlined social strategies and tactics, measured results, and generated a new audience by creating a voice for the brand and reaching out with social content.

LEADERSHIP EXPERIENCE:

Vice President/Section Leader

Gold ‘N Blues A Cappella Group at Marquette University

February 2012 – May 2013

- Planned both on campus and off campus events for the group, often times for audiences of over 1,000
- Utilized professional communications skills to promote the group through the usage of social media networks
- Displayed leadership amongst peers by promoting teamwork and delegating tasks

ADVERTISING/MARKETING FIELD EXPERIENCE:

Marketing Intern

Keystone Click

September 2013 – Present

- Manage website, blog, email marketing, and social media efforts for multiple clients
- Assist in taking clients to the next level online with SEO and set clients up for future success by helping them familiarize themselves with content management systems and E-commerce
- Maintain and create content for Keystone Click blog
- Generate and distribute Keystone Click Press Releases
- Attend conferences, trade shows, and networking events representing the company

Social Media Marketing Coordinator - Internship

Trans International, LLC

May 2013 – September 2013

- Run, create social media marketing campaigns
- Generate sales and business/advertising opportunities through social media
- Maintain company Facebook, Twitter, and LinkedIn pages
- Create and write company blog, Life in the FAIR Lane
- Optimize all social content for SEO
- Took the lead in group writing an RFP for existing Trans International client
- Assisting in rebranding of the company (logo, finding a new voice in a changing industry)

CUSTOMER SERVICE EXPERIENCE:

Front Desk Associate

Career Services Center at Marquette University

January 2013 – Present

- Schedule Career Counselor appointments for students and alumni
- Help manage the MU Career Manager Website
- Maintain the office check log and office finances
- In contact with various employers, helping them get in touch with students and maintain their MU Career Manager profile

Student Receptionist

Department of Mathematics, Statistics, and Computer Science

August 2011 –December 2012

- Coordinated the main office, contributing wherever my presence was needed
- Assisted professors in preparing for lectures and presentations
- Maintained a clean and organized office setting