



## RELEVANT EXPERIENCE

The Dieringer Research Group (DRG), Brookfield, WI

*November 2010-present*

### Marketing Specialist

- \* Write proposals, quotes and client agreements for Account Managers
- \* Create and update marketing documents including brochures, PowerPoint presentations, written documents and e-mail campaigns
- \* Update information on the website and promote The DRG's focus group facility

Residential Education and Housing (REH), De Pere, WI

*January 2010-May 2010*

### Communications Intern

- \* Maintained the REH website using strong written and editorial skills as well as managed logistics and coordination of loft returns (bunk beds) for three buildings and more than 400 students
- \* Communicated the loft return process to students using marketing strategies including posters and e-mails
- \* Prioritized multiple tasks and used problem-solving skills to assist students with concerns

Aurora Health Care, Green Bay, WI

*August 2009-December 2009*

### Marketing Events and Public Relations Intern

- \* Communicated to caregivers and the community by drafting press releases, pieces for the internal newsletter and e-mails to caregivers
- \* Organized and promoted Aurora events including the Green Bay Gamblers Teddy Bear Toss and the groundbreaking of a new clinic in Shawano, WI

## EDUCATION

St. Norbert College, De Pere, WI

*August 2006-May 2010*

### Bachelor of Arts Degree in Communication

Emphasis: Media

Minor: Women & Genders Studies

## ABILITIES

- Vast experience in social media
- Event planning and coordination
- Press release experience
- Knowledge of AP style writing
- Microsoft Office Suite

## LEADERSHIP & INVOLVEMENT EXPERIENCE

PRSA-North East WI Speed Networking & Media Night

*May 2010*

- \* Attended seminar and discussed different areas of the media and journalism with professionals
- \* Discussed social media and PR tactics that are important in a company and in journalism

St. Norbert College Independent Women's Social/Service Organization

*September 2007-May 2010*

- \* Positions held: Vice President, Homecoming Chair and Community Service Chair
- \* Organized community service events and homecoming performances
- \* Created and maintained the group's Facebook page and website to maintain connections with students and alumni