

## GRAPHIC DESIGN EXPERIENCE

### St. Joseph the Worker, Dubuque, IA

Communications Coordinator

June 2017-Present

- Develop assets for multiple digital and print media to serve as engaging invitations for participation in initiatives and to increase awareness.
- Create and implement an effective brand identity and apply design standards to content across various media to create more unified, consistent messaging.
- Manage the design and content of the parish website so information is current and accessible to various internal and external stakeholders.

### Colleges Against Cancer & Relay For Life of UW-Madison, Madison, WI

Marketing Director

May 2015-May 2017

- Worked with other committees within the organization to develop educational and promotional material to advance the mission of Colleges Against Cancer.
- Coordinated the Marketing Team in executing Relay For Life's design strategy and marketing plan through various media to attract over 2,000 participants and raise over \$200,000 over three years under strict budgetary restrictions.

## STRATEGIC COMMUNICATIONS EXPERIENCE

### St. Joseph the Worker, Dubuque, IA

Communications Coordinator

June 2017-Present

- Develop, implement and evaluate the success of communications plans to promote the organization to both internal and external audiences.
- Consult with stakeholders to understand objectives and coordinate St. Joseph the Worker's marketing strategy to ensure parish projects and initiatives are effectively communicated to target audiences.
- Write and edit copy for multiple print and digital media including the weekly bulletin, quarterly newsletter, the parish website and social media to effectively promote St. Joseph the Worker events and initiatives.

### Valmet, Inc., Beloit, WI

Intern

June 2014-August 2016

- Led and coordinated fellow interns in planning, organizing and communicating about Valmet's summer fundraising project to raise over \$7,000 for the United Way over three years, on time and under budget.
- Scheduled and led meetings with fellow interns to plan next steps in the fundraising project and to ensure the group meets milestones and deadlines.

## SKILLS

### Software:

- Adobe Creative Suite
- Cascading Style Sheets (CSS)
- Facebook Ads Manager
- Google Drive
- HTML
- Microsoft Office Suite
- WordPress CMS

### Writing:

- Associated Press Writing Style
- Press Releases
- Standard Work Instructions

## EDUCATION

University of Wisconsin-Madison

Bachelor of Arts

May 2017

Graduate with Distinction

Double Major:

- Strategic Communications
- Political Science

Honors:

- Phi Beta Kappa
- Dean's List (5 Semesters)