

EDUCATION

University of Wisconsin-Madison

Bachelor of Arts, May 2017

Double Major: Strategic Communications and Political Science

GPA: 3.8/4.0

Honors: Phi Beta Kappa, Dean's List (4 Semesters)

Relevant Coursework: Graphic Design, Web Content Management, Editing, Campaign Planning

STRATEGIC COMMUNICATIONS EXPERIENCE

St. Joseph the Worker Catholic Parish, Dubuque, IA

Communications Coordinator

June 2017-Present

- Compose mass emails to staff and team leaders to ensure upcoming parish projects and initiatives are effectively communicated throughout the 1,000-member parish.
- Create and implement branding guidelines and strategy including a logo system, brand fonts and colors to make the St. Joseph brand stand out to the target audience.
- Coordinate marketing campaign project while seeking input from and collaboration with messaging specialists to increase awareness of St. Joseph the Worker in an effective and efficient manner.

Valmet, Inc., Beloit, WI

Intern

June 2014-August 2016

- Led and coordinated fellow interns in planning, organizing and communicating about Valmet's summer fundraising event to raise over \$7,000 for the United Way over three years, on time and under budget.
- Wrote articles for the intracompany newsletter to improve internal communications and to share stories about Beloit Service Center initiatives with other Valmet facilities.

GRAPHIC DESIGN EXPERIENCE

St. Joseph the Worker Catholic Parish, Dubuque, IA

Communications Coordinator

June 2017-Present

- Manage the content and design of the St. Joseph the Worker website so content and important information is up-to-date and easily accessible to all, including long-time parishioners and those unfamiliar with St. Joseph the Worker.
- Design and create engaging digital content including videos and social media graphics to serve as dynamic and engaging invitations for the audience to participate in upcoming parish initiatives and to increase brand awareness.

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

Marketing Director

May 2015-May 2017

- Designed and shared social media graphics and advertisements to increase interest in Colleges Against Cancer's mission and events throughout the year.
- Coordinated the Marketing Team in Executing Relay For Life's marketing plan through both conventional and social media to attract over 2,000 participants and raise over \$200,000 over three years under strict budgetary restrictions.

SKILLS

- **Software:** Adobe Creative Suite, Cascading Style Sheets (CSS), Google Drive, HTML, Microsoft Office Suite, WordPress
- **Writing:** Associated Press Writing Style, Press Releases, Standard Work Procedures