

EDUCATION

University of Wisconsin Oshkosh • December 2011

- Major: Marketing
- Minor: Journalism – Advertising/Public Relations Emphasis

MARKETING EXPERIENCE

Bader Rutter • September 2013 – Present

- Account Executive
 - Establish trusting partnerships and oversee the day-to-day communications with clients & internal team
 - Manage the timeline, budget & scope of client projects upwards of \$2.5 million
 - Plan, coordinate and develop tactics that support bi-annual tradeshows
 - Support the integrated marketing strategies of clients and agency
 - Administer & manage WordPress Content Management System
 - Oversee quality assurance review process for all print and digital deliverables

Fullhouse/Laughlin Constable • January 2012 – August 2013

- Account Executive
 - Establish trusting partnerships and oversee the day-to-day communications with clients & internal team
 - Manage the timeline, budget & scope of client projects upwards of \$200,000
 - Administer & manage various Content Management Systems including Kentico, SiteCore & SiteKreator
 - Build & publish monthly e-marketing newsletters that are distributed across the country
 - Assist in writing, developing & editing over 10 new business proposals, 5 of which were won

Pierce Manufacturing • November 2010 – January 2012

- Marketing and Communications Intern
 - Assist in development of a new \$200,000 company website
 - Coordinate, review and edit yearly calendar & other marketing materials
 - Assist in coordinating and executing retail operations & special event exhibits
 - Manage department invoices & purchase orders

University of Wisconsin Oshkosh • February 2010 – November 2010

- Lead Marketing Intern for Reeve Memorial Union
 - Supervise 4 graphic artists, 3 bloggers & 1 social media intern
 - Manage and oversee every print, electronic & visual marketing project
 - Design monthly e-newsletter that is distributed to all student groups/organizations

RELATIVE EXPERIENCE

University of Wisconsin Oshkosh • September 2008 – May 2010

- Chairperson – University Speaker Series
 - Responsible for booking 7 – 10 nationally known speakers per year
 - Supervise the staff of a 15 person student organization

University of Wisconsin Oshkosh • September 2008 – May 2010

- Titan Gold Corps
 - 1 of 5 student campus ambassadors for the 3rd largest University in Wisconsin
 - Lead 2- 3 campus tours per week for prospective students & families

WORK EXPERIENCE

Encore Nationwide • July 2009 – October 2009

- Independent Contractor – Promotional Model/Brand Ambassador
 - Represent nationally known companies such as U.S. Cellular and Nintendo
 - Convey product/service knowledge through unique selling points & demonstrations

TECHNICAL SKILLS/PROFICIENCIES

- Excellent leadership experience
- Strong written and verbal communication skills
- Detail oriented and exceptional editing skills

AWARDS/ACCOMPLISHMENTS

- Outstanding Student Leader Award • Spring 2010
- Northwestern Mutual Sales Award • Fall 2009
- Outstanding Emerging Student Leader • Spring 2009