

# Deborah Vilas

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555-555-5555

## **Education**

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University of Wisconsin-Madison  
Bachelor of Science, May 2020  
Majors: Journalism and Psychology

## **Communication and Leadership Experience**

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Souvenirs, Madison WI

Blogger

September 2016-May 2017

- Submitted one blog post per month regarding experiences of new freshmen on campus
- Interviewed various freshmen to provide a variety of perspectives and imbedded video into the blog

Noodles, New Berlin, WI

Shift Leader

September 2015-August 2016

- Led a team of 6 student employees and arranged the scheduling of shifts
- Trained new student employees the tasks required of them
- Gained extensive experience working with a team in a fast paced environment
- Promoted from associate to shift leader after working 6 months

New Berlin School Newspaper, New Berlin, WI

Student Writer

September 2014-June 2016

- Wrote stories for the weekly school newspaper highlighting school events and news
- Helped design new newspaper format to be aligned with the web version

Waukesha County Day Camp, Muskego, WI

Camp Counselor

June-August 2013, 2014

- Responsible for a group of 10 children in a weekly day camp program
- Developed programs and activities including art related projects and teaching basic web design

## **Community Service and Volunteer**

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New Berlin Literacy Council, New Berlin, WI

Volunteer

September 2015-June 2016

- Assisted adult students in a one-on-one setting with reading and writing
- Helped with office tasks and learned about a non-profit organization's administrative processes

## **Campus Involvement**

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Association for Women in Communication, UW-Madison

September 2016-Present

Residence Hall Organization Member, UW-Madison

September 2016-May 2017

## **Skills**

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Languages: Spanish (basic)

Computer: Adobe, Microsoft Publisher (proficient), iMovie

# Joseph Nafziger

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## Education

### University of Wisconsin, Madison

Bachelor of Arts, December 2017

Double Major: Journalism/Strategic Communications

Certificate in Entrepreneurship

GPA: 3.8/4.0

### Honors and Awards

Milwaukee Press Club Scholarship & Award, 2016-17

Kirkpatrick Journalism Scholarship, 2015-16

## Writing and Editing Experience

### On Wisconsin Magazine, Madison, WI

*Editorial Intern*

May 2017 – August 2017

- Researched and wrote articles for one of the nation's largest circulation alumni magazines, reaching over 300,000 readers quarterly, managing multiple stories and simultaneous deadlines
- Pitched story ideas, fact-checked, proofread and approved all pages of the magazine before publication
- Projects ranged from 200 words to feature length, maintained journalistic integrity while promoting the University

### Wisconsin Union Membership Office, Madison, WI

*Terrace Views Newsletter Editor*

May 2016 – August 2016

- Created and edited content to produce a monthly email publication reaching 80,000 members
- Targeted multimedia newsletter toward goal of gaining new members and increasing involvement

### In The Red – Class Project, UW-Madison School of Journalism and Mass Communication

*Editor*

January 2016– May 2016

- Developed two extensive stories regarding the efforts of students paying for college
- Edited all content for the website including the audio and video

### The Daily Cardinal, Madison, WI

*Reporter*

September 2014-May 2015

- Wrote weekly stories regarding current issues in Madison, especially focusing on the political landscape of the state capital
- Received the Milwaukee Press Club Award for best story regarding the recall of Governor Walker
- Mentored new students on the various facets of the newspaper from story to research to editing

## Marketing and Event Planning Experience

### Wisconsin Union Directorate Publications Committee, Madison, WI

*Lit Fest Coordinator*

September 2016 – May 2017

- Chaired a committee of student volunteers in organizing a week-long literary festival with a budget of \$30,000, attended by 2,000 participants
- Oversaw an integrated marketing campaign effort to promote awareness of this first-annual event, including press releases, social media marketing, and sponsor partnerships

*Souvenirs Magazine Operations Manager*

January 2016 – May 2016

- Increased visibility of the magazine on campus through online and print promotional strategies
- Coordinated the publication's release party, including entertainment centered on an international theme

## Skills

Language: Spanish (Advanced)

Computer: Adobe Premiere, InDesign, WordPress, iMovie, Dreamweaver, Photoshop, Illustrator

# Laura Bleyer

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## Marketing and Public Relations Experience

Oglivy, Chicago, IL  
Public Relations Intern

June-August 2017

- Researched data on company sales and industry trends and suggested new ways to promote client's product
- Assisted with the event management for the project and commended for attention to detail
- Developed social media text for Twitter account and increased followers by 20% and updated website

Wisconsin Singers, Madison, WI  
Public Relations Intern

September 2016-May 2017

- Worked with 6 member business team coordinating public relations and marketing of the Wisconsin Singers show events
- Created and implemented media plans, worked with media outlets, wrote copy for press releases/advertisements and posters
- Conceptualized public relations techniques to create public awareness of Wisconsin Singers in communities throughout the Midwest as well as on the UW campus

Hiebing, Madison, WI  
Account Management Intern

May-August 2016

- Helped with the strategic planning for two top brands that Hiebing represents
- Effectively communicated with client regarding research supporting advertising plan

Buffalo Wild Wings Promotion Campaign, Madison, WI  
Media Director

January 2016-May 2016

- Developed a promotional and media campaign for Buffalo Wild Wings to increase sales for Principles of Strategic Communication class
- Provided a comprehensive campaign strategy to present to the team
- Served as the spokesperson during our pitch meeting with the company representatives

PRSSA, Madison, WI  
Public Relations Team Member

September 2015-May 2016

- Marketed upcoming events for the PRSSA by using social media, designing flyers, and sending out promotional emails to members
- Coordinated bi-weekly speakers series and assisted in the planning of 2 trips to Chicago employers

## Leadership Experience

Alpha Phi Sorority, Madison, WI  
Fundraising Assistant

January 2015-May 2015

- Participated in fundraising events for childhood diabetes calling various organizations for support
- Led the sorority in increasing fundraising by 25% over the previous year

Fade In, Madison, WI  
Professional Development Coordinator

September 2014-May 2015

- Developed and planned opportunities for Fade In members to connect with professionals
- Organized career related workshops throughout the semester to assist members in their internship and job search

## Education

University of Wisconsin-Madison  
Bachelor of Art, May 2017  
Major: Journalism with an emphasis in Strategic Communication

## Skills

Language: Spanish (basic)  
Computer: Simmons Oneview, Cision, Dreamweaver, WordPress, Photoshop