

Deborah Vilas

10 Regent St., Madison, WI 53706
dvilas@wisc.edu
555-555-5555

Education

University of Wisconsin-Madison
Bachelor of Science, May 2018
Majors: Journalism and Psychology

Communication and Leadership Experience

Souvenirs, Madison WI

Blogger

September 2014-May 2015

- 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 2013-August 2014

- 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 2012-June 2014

- 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 2011, 2012

- 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

New Berlin Literacy Council, New Berlin, WI

Volunteer

September 2013-June 2014

- 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

Association for Women in Communication, UW-Madison

September 2014-Present

Residence Hall Organization Member, UW-Madison

September 2014-May 2015

Skills

Languages: Spanish (basic)

Computer: Adobe, Microsoft Publisher (proficient), iMovie

Joseph Nafziger

(608) 888-8888, nafziger@wisc.edu

www.JosephNafziger.com

Education

University of Wisconsin, Madison

Bachelor of Arts, May 2015

Double Major: Journalism/Strategic Communications

Certificate in Entrepreneurship

GPA: 3.8/4.0

Honors and Awards

Milwaukee Press Club Scholarship & Award, 2014-15

Kirkpatrick Journalism Scholarship, 2013-14

Writing and Editing Experience

On Wisconsin Magazine, Madison, WI

Editorial Intern

May 2015 – August 2015

- 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

The Daily Cardinal, Madison, WI

Reporter

September 2013-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

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

Editor

January 2015– May 2015

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

Wisconsin Union Membership Office, Madison, WI

Terrace Views Newsletter Editor

May 2014 – August 2014

- 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

Marketing and Event Planning Experience

Wisconsin Union Directorate Publications Committee, Madison, WI

Lit Fest Coordinator

May 2013 – May 2014

- 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 2013 – May 2013

- 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

lbleyer2@wisc.edu, 608-256-4567, www.linkedin.com/in/lbleyer

Marketing and Public Relations Experience

Ogilvy, Chicago, IL

June-August 2015

Public Relations Intern

- 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

Carnival Cruise Promotion Campaign, Madison, WI

Media Director

January 2015-May 2015

- Developed a promotional and media campaign for Carnival Cruise 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

Wisconsin Singers, Madison, WI

September 2014-May 2015

Public Relations Intern

- 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

PRSSA, Madison, WI

September 2014-May 2015

Public Relations Team Member

- 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

Fade In, Madison, WI

Professional Development Coordinator

September 2013-May 2014

- 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

Alpha Phi Sorority, Madison, WI

Fundraising Assistant

January 2014-May 2014

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

Education

University of Wisconsin-Madison

Bachelor of Art, May 2016

Major: Journalism with an emphasis in Strategic Communication

Skills

Language: Spanish (basic)

Computer: Simmons Oneview, Cision, Dreamweaver, WordPress, Photoshop