

Deborah Vilas

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555-555-5555

Education

University of Wisconsin-Madison

Bachelor of Science, May 20xx

Majors: Journalism and Psychology

Communication and Leadership Experience

Souvenirs, Madison WI

Blogger

September 20xx-May 20xx

- 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 20xx-August 20xx

- 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 20xx-June 20xx

- 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 20xx, 20xx

- 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 20xx-June 20xx

- 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 20xx-Present

Residence Hall Organization Member, UW-Madison

September 20xx-May 20xx

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, December 20xx

Double Major: Journalism/Strategic Communications

Certificate in Entrepreneurship

GPA: 3.8/4.0

Honors and Awards

Milwaukee Press Club Scholarship & Award, 20xx-xx

Kirkpatrick Journalism Scholarship, 20xx-xx

Writing and Editing Experience

On Wisconsin Magazine, Madison, WI

Editorial Intern

May 20xx – August 20xx

- 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 20xx – August 20xx

- 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 20xx– May 20xx

- 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 20xx - May 20xx

- 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 20xx – May 20xx

- 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 20xx – May 20xx

- 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 20xx

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

Wisconsin Singers, Madison, WI

September 20xx-May 20xx

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

Hiebing, Madison, WI

May-August 20xx

Account Management Intern

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

Purina Promotion Campaign, Madison, WI

Media Director

January 20xx-May 20xx

- Developed a promotional and media campaign for Purina 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

September 20xx-May 20xx

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 speaker series and assisted in the planning of 2 trips to Chicago employers

Leadership Experience

Alpha Phi Sorority, Madison, WI

Fundraising Assistant

January 20xx-May 20xx

- 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 20xx-May 20xx

- 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 Arts, May 20xx

Major: Journalism with an emphasis in Strategic Communication

Skills

Language: Spanish (basic)

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