

Laura Bleyer

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Marketing and Public Relations Experience

Oglivy, Chicago, IL

June-August 2014

Public Relations Intern

- Researched data on company sales and industry trends
- Assisted with the event management for the project and commended for attention to detail
- Developed social media text for Twitter account

Wisconsin Singers, Madison, WI

September 2013-May 2014

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, work with media outlets, write 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 2013-May 2014

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

Razorfish, Chicago, IL

June-August 2013

Associate Media Planner

- Gathered demographic data and statistics for upcoming event
- Utilized media planning tools including Atlas and @plan to generate data and drive key insights and strategies
- Assisted in the development and sending of RFP's

Customer Service Experience

Qdoba, Shift Manager

August 2013-May 2014

Lowell Center, Resident Assistant

August 2012-May 2013

Wisconsin Food Bank, Volunteer

September 2012-May 2014

Education

University of Wisconsin-Madison

Bachelor of Art, May 2015

Major: Journalism with an emphasis in Strategic Communication

Skills

Language: Spanish (conversational)

Computer: Simmons Oneview, Dreamweaver, WordPress, Photoshop