

ALISON RUETER

EVER-GROWING CREATIVE



CONTACT DETAILS

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PERSONAL WEBSITE

www.alisonrueter.com

SOCIAL

Facebook/Instagram: @alirueter

LinkedIn: <https://www.linkedin.com/in/alison-rueter/>

HIGHLIGHT OF QUALIFICATIONS

- 2 years of website design and management experience
- Apply creative and technical skills to multimedia marketing projects
- Thrive in fast-paced environments and able to meet tight deadlines
- Skilled in photographing portraits, landscapes, products, and events

COMPUTER SKILLS

- Experienced with Adobe Creative Cloud
- Proficient in WordPress, Hootsuite, Canva, and TweetDeck
- Skilled in Google and Microsoft applications
- Experienced in HTML, CSS, Git

CERTIFICATIONS

- Google Analytics for Beginners
- HubSpot Inbound Marketing
- Hootsuite Platform

RELEVANT COURSES

- Website Development
- E-Commerce Technology Management
- Technology Innovation
- New and Emerging Media
- Digital Marketing
- Intro to Computer Science and Programming

EDUCATION

University of Wisconsin Oshkosh

BACHELOR OF BUSINESS ADMINISTRATION, MAY 2020

- Major: Interactive Web Management (IWM)
- Major GPA: 3.927
- Executive Board Member of Interactive Web Management Club since 2018
- Member of Beta Gamma Sigma International Business Honor Society since 2019

MARKETING & TECHNOLOGY EXPERIENCE

Social Media / Marketing Specialist

BURLINGTON RV SUPERSTORE, MAY 2019 - PRESENT

- Plan, organize and develop content for Facebook and Instagram accounts
- Coordinate social media campaigns with marketing team and company events
- Engage in weekly marketing meetings to discuss upcoming campaigns
- Create Google posts for upcoming campaigns and events
- Photograph original images and video to use for print/digital marketing and social media accounts
- Design and write copy for informational e-book to be displayed on website

Technology & Social Media Intern

UNDERGRADUATE ADVISING RESOURCE CENTER - UW OSHKOSH,
SEPTEMBER 2018 - PRESENT

- Lead Facebook, Instagram, and Twitter accounts
- Researched, planned, and designed launch of new website
- Implemented plan for web accessibility compliance
- Create text and graphic content and post on all social media accounts
- Collaborate with advisors and video intern on projects for website and social media accounts
- Track social media followers and engagement levels

ADDITIONAL EXPERIENCE

Print Assistant

NOBIUS PRESS, DECEMBER 2018 - JANUARY 2019

- Assisted with designing and editing proofs in Adobe InDesign and Illustrator
- Produced and assembled prints such as banners, binders, booklets, business cards, flyers, logos, menus, and posters
- Worked independently to create products on strict deadlines

Building Manager

CULVER FAMILY WELCOME CENTER - UW OSHKOSH,
OCTOBER 2017 - DECEMBER 2018

- Promoted to Building Manager after working 3 months on operations team
- Managed daily operations of building including opening and closing operations and communication to administration
- Delegated daily tasks among other student employees and directed event set-ups
- Interacted with diverse customer base on a daily basis providing excellent communication and customer service skills