

Michelle Observatory

1180 Orchard Street, # 777, Madison, WI 53706
observatory@wisc.edu | 608-777-9876

EDUCATION

University of Wisconsin-Madison Madison, WI
Bachelor of Science, May 20xx
Double Major: Economics and English
GPA: 3.72/4.0
Dean's List (6 semesters)

EXPERIENCE

University of Wisconsin-Madison College of Letters and Science Madison, WI
Communications Specialist January 20xx-Present

- Collaborate with communications team to develop a consistent brand image for the college
- Research best practices for effective consumer engagement strategies for the college
- Facilitate interaction between alumni and students via social media channels including YouTube, Twitter, Facebook, and LinkedIn

Alliant Energy Center Madison, WI
Marketing and Public Relations Assistant May 20xx-December 20xx

- Communicated directly with media to promote venue and events with over 10,000 attendees
- Researched and developed individualized marketing plans for 20+ events
- Strengthened company website by solving user problems and developing a new layout
- Managed all social media outlets to build relationships with diverse clientele
- Conducted social media audits and analyze SEO reports and Google Analytics
- Wrote content for monthly newsletter with circulation of 5,000+

Clear Channel Radio Station Madison, WI
Promotions Intern May 20xx-August 20xx

- Provided customer relations to radio listeners during 3+ weekly promotional events
- Wrote weekly proposals and contract agreements for record labels

The Badger Herald Inc. Madison, WI
Page Designer September 20xx-May 20xx

- Designed website layout and newspaper pages daily using Adobe Systems
- Worked on a team to review and optimize website and newspaper layout for audience

Staff Writer January 20xx-May 20xx

- Wrote weekly articles for newspaper with daily circulation of over 15,000
- Enhanced written communication skills and attention to detail by writing over 40 articles

ACTIVITIES & AWARDS

- Media Director in Capstone Competition Course, January 20xx-Present
- Associated Women in Communications, September 20xx-Present
- Aaron Mace Scholarship for Professional and Academic Achievement, May 20xx
- Department of Economics Academic Excellence, April 20xx