



JANE A. KOOLGRADUATE

MARKETING & COMMUNICATIONS PROFESSIONAL

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PROFESSIONAL PROFILE

- **2.5 years** experience in **social media & direct marketing**, advertising and public relations in agency settings, project management, consumer insights, marketing research, & business development
- **Computer & Language Skills:** Adobe CS3, CS4 – InDesign, Photoshop, Illustrator, Acrobat; MS Office 2003, 2007 – Word, Excel, PowerPoint, Publisher, Outlook, Access; Social media platforms – WordPress, Twitter, Facebook, LinkedIn; Windows XP, Vista, 7, Mac OS X; Internet, Advantage, Adassist, CisionPoint, Factiva; Spanish language – proficient

EDUCATION

Bachelor of Science in Business, Concentrations in Marketing & Graphic Design (August 2005 – May 2009)
Edgewood College - Madison, WI; Honors student (2005 - 2009), 3.5 GPA

Study Abroad – Sydney, Australia (July – December 2007) & **Suzhou, China** (May – June 2007)
Included a marketing internship (Australia) & independent research on international advertising (China)

EXPERIENCE & ACCOMPLISHMENTS

Ruder Finn, Inc. Public Relations Agency, International HQ – New York, NY
PR Consultant (Travel & Economic Development Department) (September 2009 – Current)
PR Intern (Summer 2009)

- Arrange entire promotional campaigns from start to finish (researching and planning, writing the promotional materials, pitching and securing media coverage via email/phone, composing wrap reports and recommendations)
- Increase client visibility by writing custom press releases; have reached at least 35.8 million people in publications such as **The Washington Post** & **AOL Travel** for clients (e.g. **Jamaica Tourist Board, Embassy Suites, & Air France**)

Telephony Media (Organic Spread Media) – New York, NY
Contract Project Manager (November 2009 – Current)

- Research, collect, and compile qualitative research for implementation into a developing iPhone application
- Direct three employees' work, conduct phone conferences regularly, and report team progress to company's CTO

The Karma Group Advertising Agency – Green Bay, WI
Account Coordinator (December 2009 – January 2010)

- Maintained daily activities for 12+ clients (e.g. **The Green Bay Packers, Cellcom, & Oshkosh Corp.**) and supported the Accounts Team by ensuring continued progress of client workflow on strategy, on budget, and on time
- Assembled background information and analysis to develop creative briefs and client/media/vendor updates

Edgewood College Admissions Office – Madison, WI
Marketing & Communications Intern (2008 – 2009)

- Improved social media initiatives by speaking with over 100 prospective students per month through live online chats, email, phone, and in-person communication
- Managed a campaign reaching 2400+ students to recruit Edgewood bloggers; created blog questions and coordinated/wrote the responses to be published on the WordPress blog site, averaging 460 views per month

Lands' End, Corporate HQ – Dodgeville, WI
Consumer Insights/Marketing Research Intern (Direct Marketing Department) (Summer 2008)

- Planned and created a segmentation room; used by employees to learn about the company's evolving target market segments and directly influence each department's actions
- Analyzed data utilized as foundational info to shape the business' marketing strategy (e.g. computing variances from early-season to current data, evaluating market and internal growth charts, interpreting customer survey data)

COMMUNITY INVOLVEMENT

- **Students in Free Enterprise (SIFE)**, Co-President (2005 – 2009)
- **Admissions Office Student Ambassadors**, Executive Board Member & Ambassador (2005 – 2009)
- **Luke House Community Meal Program & Schools of Hope**, Volunteer/Tutor (2006 – 2009)

HONORS & AWARDS

- **Edgewood College** - Presidential & Leadership Scholarships (2005 – 2009), Walter Collins Book Award for enhancing the well-being of others (2008), Outstanding Student Achievement Award (2007), Academic Excellence Award (2006)
- **SIFE (Students in Free Enterprise) Student Organization** - Regional Competitor & Team Presenter (2005 – 2009), Scholarship Award for commitment to the team (2008), Service Leadership Award (2007), Community Service Recognition Certificate (2007), Regional Competition Champion & National Competitor (2006)