

ANNE TARMANN

CONTACT

Cell:
262.853.4757

Email:
atarmann@wisc.edu

Portfolio:
AnneTarmann.com

EDUCATION

University of Wisconsin - Madison, 2018
BA, Journalism and Mass Communication
Certificate in Digital Studies
Certificate in Environmental Studies
GPA: 3.6/4.0

SKILLS

- Wordpress & CMS
- Copywriting
- Social Media
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- HTML & CSS
- Microsoft Office Suite
- iMovie
- iPhoto
- Audacity
- Simmons Oneview
- Google Sketchup Pro
- PiktoChart
- MySQL

MARKETING AND DESIGN EXPERIENCE

UW Department of Surgery, February 2017 - present

Marketing and Graphic Design Intern - Madison, WI

- Edit and prepare research figures, graphs and charts for print/publication using Adobe Creative Suite
- Design, edit, and produce materials such as directories, manuals, award certificates, stationary collateral, posters and flyers
- Maintain and update department website with appropriate links and multimedia elements
- Assist with department photography for staff photo shoots and events using a Nikon D5300

UW Credit Union Headquarters, September 2016 - May 2017

Marketing and Communications Intern - Madison, WI

- Assisted in writing and editing internal and external communications such as web ads, print ads, newsletter articles and website copy
- Conducted research including competitor messaging and other topic-specific information
- Participated in the implementation, production and communication of promotional campaigns
- Provided ongoing support for the Marketing Department

Carex Consulting Group, January 2017 - May 2017

Graphic Design Intern - Madison, WI

- Design and edit detailed company information using Microsoft Office
- Strong understanding of typography, alignment, spacing and overall composition of graphic design

Milwaukee Youth Symphony Orchestra, June 2016 - August 2016

Artistic Management and Production Intern - Milwaukee, WI

- Analyzed data and create reports to provide insight on student participation using Microsoft Excel
- Created and implemented an archive documentation system for the organization's files
- Updated social media calendars on Milwaukee Journal-Sentinel, Milwaukee Fox6 News, United Performing Arts Fund, Milwaukee Magazine, Facebook, and more

SOCIAL MEDIA EXPERIENCE

Johnson & Johnson Brand Ambassador, August 2016 - January 2017

Street Team Intern - Madison, WI

- Achieved over 14,000 downloads and photo shares for the Donate a Photo application
- Educated students and faculty about the J & J Donate a Photo program

Prime Social Group, September 2014 - May 2016

Street Team Intern - Madison, WI

- Effectively cooperated with professional staff to market upcoming concerts and events at the venue
- Created incentives and design promotion techniques to boost ticket sales
- Targeted specific age demographics by using social media to promote events

CAMPUS INVOLVEMENT

Delta Delta Delta Sorority, September 2014 - present

Madison, WI

- Raised over \$70,000 in 2016-2017 for St. Jude Children's Research Hospital