

ANNE TARMANN

ADVERTISING & COMMUNICATIONS EXPERIENCE

Graphic Design and Social Media Intern | Madison, WI

UW Department of Surgery, February 2017 - present

- Visually improve research figures, graphs, and charts for publication using Adobe Creative Suite
- Quickly and accurately design numerous forms of media communications following specifications for physicians and researchers across the nation
- Create social media content for Facebook, Twitter, and LinkedIn to expand department's online presence
- Assist in converting the department website from a content management system to the WordPress platform
- Coordinate department photography for staff photo shoots and events

Digital Media Strategist | Madison, WI

Journalism 463, Digital Media Strategies, January 2018 - present

- Launch a digital media campaign to drive engagement on digital and social platforms for FOX Sports
- Analyze digital media audiences, problems, and opportunities based on extensive market research
- Develop advertising objectives and KPIs that link to an overall communication strategy
- Integrate the latest technology-enabled tools of digital media, including social media (paid/unpaid) and SEO
- Plan media budget, cost and timeline constraints of the project

Marketing and Communications Intern | Madison, WI

UW Credit Union Headquarters, September 2016 - May 2017

- Assisted in writing and editing internal and external communications such as web ads, print ads, newsletter articles, and website copy
- Conducted research regarding many topics, namely competitor messaging and brand analysis
- Participated in the development, production, and execution of promotional campaigns

Creative Media and Website Designer | Madison, WI

Journalism 411, Multimedia Design, January 2017 - May 2017

- Worked independently to craft messages for mass communication through print and digital media that effectively engaged and motivated customers to view content and purchase products
- Used the Adobe Creative Suite to design all aspects of a brand including logo, business suite, print newsletter, and social media avatars for a variety of clients
- Critically analyzed the effects of layout, typography, photography, and digital technology as well as the ethics of visual media messages

Public Relations and Promotions Director | Madison, WI

Journalism 345, Principles of Strategic Communication, September 2016-December 2016

- Contributed to a small agency by developing a campaign proposal that included a situational analysis, creative brief, media plan, and public relations strategy
- Conducted research and analyzed the resulting data to determine primary and secondary target markets
- Analyzed public opinion by monitoring brand press coverage and reputation
- Improved promotional tactics of generating press coverage by implementing specific publicity programs, events, and philanthropic efforts on social media

SOCIAL MEDIA EXPERIENCE

Active Member & Contributor | Madison, WI

Delta Delta Delta Fraternity, September 2014 - present

- Raised over \$70,000 in 2016-2017 for St. Jude Children's Research Hospital
- Promoted philanthropy events on Facebook, Twitter, and Instagram to bring awareness to the cause

Brand Ambassador | Madison, WI

Johnson & Johnson, August 2016 - January 2017

- Promoted the Donate-a-Photo mobile application, which achieved over 14,000 downloads and \$35,000 generated from photo shares
- Learned effective sales techniques and product marketing methods; the importance of sociability in gaining customers and maintaining their satisfaction

Brand Ambassador | Madison, WI

Prime Social Group, September 2014 - May 2016

- Effectively cooperated with professional staff to market upcoming concerts and events at their venue
- Targeted specific age demographics by using social media to promote events and boost ticket sales

CONTACT

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EDUCATION

University of Wisconsin-Madison

May 2018, GPA: 3.5/4.0

School of Journalism &

Mass Communication

Digital Studies Certificate

Environmental Studies Certificate

COMPUTER SKILLS

Adobe Creative Suite

Wordpress & CMS

HTML & CSS

Simmons Oneview

Hootsuite

Meltwater Social Monitoring

SEO/SEM

Microsoft Office Suite

Adobe Premiere Pro

iMovie

Sony Vegas

Audacity

JOURNALISM SKILLS

Multimedia Design

Project Management

Copywriting

Social Media

Media Planning

Teamwork

Primary and Secondary Research

CERTIFICATIONS

Hootsuite Platform

Google AdWords

Googles Analytics

SEMrush