

# ANNE TARMANN

## ADVERTISING & COMMUNICATIONS EXPERIENCE

### Marketing and Graphic Design Intern | Madison, WI

*UW Department of Surgery, February 2017 - present*

- Visually improve research figures, graphs and charts for publication using Adobe Creative Suite
- Learn to quickly and accurately design numerous forms of communications media following the given 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 real digital media campaign to drive engagement on digital and social platforms for FOX Sports Wisconsin
- 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 social media (paid and unpaid), SEM, SEO, online advertising, apps, inbound marketing, and email marketing
- Plan media budget, cost and timeline

### 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 for a variety of products

### 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 immensely within a small agency to develop a campaign proposal for a client, which 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 the brand's press coverage and reputation
- Improved promotional tactics to generate press coverage for the client 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 over \$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

### Street Team Intern | Madison, WI

*Prime Social Group, September 2014 - May 2016*

- Effectively cooperated with professional staff to market upcoming concerts and events at the 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*

Certificate in Digital Studies

Certificate in Environmental Studies

## COMPUTER SKILLS

Adobe Creative Suite

Wordpress & CMS

HTML & CSS

MySQL

Simmons Oneview

Hootsuite

Meltwater Social Monitoring

Microsoft Office Suite

iMovie/iPhoto

Audacity

Google Sketchup Pro

## GENERAL SKILLS

Multimedia Design

Project Management

Copywriting

Social Media

Media Planning

Teamwork

Primary and Secondary Research

## HONORS

Dean's List Spring 2015

Dean's List Fall 2015

Dean's List Fall 2016