**WILLIE WARHAWK**

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**EDUCATION**

University of Wisconsin – Whitewater Whitewater, WI

Bachelor of Science in Communication Anticipated Graduation: May 2026

*Emphasis:* Corporate and Health Communication

*Minor:* Psychology

University of Sussex, United Kingdom January 2024 – May 2024

* Studied full-time, taking courses in Business, Communication, and Psychology
* Immersed self in cultural experiences to enhance knowledge of British customs and traditions

**WORK EXPERIENCE**

Optum Health Dodgeville, WI

*Corporate Communications Intern* September 2025 – Present

* Co-develop and implement communication strategies and messages, creating web content and social media posts that reach an audience of 5,000+ followers
* Create internal and external marketing materials for promotional campaigns including talking points, fact sheets, brochures, and flyers
* Plan, manage, and create content for social media and the company website, increasing social media engagement by 15% and website traffic by 3%
* Write and edit press releases, securing coverage in local media outlets such as WMTV 14 News
* Respond to news media inquiries and requests, facilitating accurate and positive media coverage

**SKILLS**

* Content creation: Adobe Photoshop, Illustrator, InDesign, and WordPress
* Public relations: Cision and PRWeb
* Strategic communication: Microsoft Office Suite, Slack, Trello
* Social media management: Instagram, Facebook, Tik Tok
* Digital marketing: Google Analytics, HubSpot, SEMrush, Canva WordPress
* CRM software: Salesforce, HubSpot

**ACTIVITIES & INVOLVEMENT**

UW-Whitewater Delta Zeta Sorority September 2022 – Present

*Vice President of New Member Education* October 2024 – Present

* Welcome new members through new member orientation events each fall
* Plan and organize information sessions for prospective new members
* Collaborate with university staff to promote sorority events and benefits on campus