**WILLIE WARHAWK**

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http://www.linkedin.com/in/willie\_warhawk

**OBJECTIVE**

Creative and ambitious student with experience in social media and event management, seeking a position in public relations where I can leverage my skills in strategic communication, event coordination, and stakeholder engagement to support impactful brand messaging and community outreach.

**EDUCATION**

University of Wisconsin-Whitewater | Whitewater, WI December 2025

Bachelor of Arts in Communication GPA: 3.8

Emphasis: Public Relations

Minor: Advertising

**EXPERIENCE**

*Social Media Intern* | Madison, WI September 2025 – present

Goodwill, Inc.

* Collaborate with a team of 5 members to create innovative campaigns
* Manage company Facebook, Twitter and LinkedIn to increase an online presence
* Write two articles per month for the employee professional development blog
* Cultivate and maintain relationships with news media to enhance company’s presence

*Event Manager* | UW-Whitewater January 2024 – present

Public Relations Student Society of America (PRSSA)

* Conduct outreach to potential guest speakers and organize chapter events
* Advertise professional development opportunities to members via the chapter’s social media platforms (Instagram and Facebook)

*Public Relations Intern* | Milwaukee, WI May 2024 – August 2024

Punch PR

* Developed a strategic publicity plan in collaboration with public relations team to market activities to more than 25,000 community members
* Supervised the creation of all promotional flyers, posters and digital display screens
* Established relationships with community members to increase engagement

**TECHNICAL & DESIGN SKILLS**

* Working knowledge of HTML and FBM
* Proficient in Adobe Dreamweaver, Photoshop and InDesign
* Proficient in Microsoft Office - Word, Excel and PowerPoint