

# Willie Warhawk

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## **Objective**

Creative and ambitious student seeking a position in public relations where I can apply my previous experience in marketing and social media management along with my strong communication skills.

## **Education**

University of Wisconsin-Whitewater | Whitewater, WI

May 2025

Bachelor of Arts in Communication

Overall GPA: 3.4

*Emphasis:* Public Relations

*Minor:* Advertising

## **Communications, Social Media and Public Relations Experience**

*Social Media Intern* | Madison, WI

September 2023 – present

Goodwill, Inc.

- Collaborated with a team of 5 members to create innovative campaigns
- Managed Facebook, Twitter and LinkedIn to increase an online image
- Wrote two articles per week for the employee blog about professional development

*Public Relations Intern* | Milwaukee, WI

May 2023 – August 2023

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 and Design Skills**

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

## **Involvement and Leadership Experience**

Alpha Phi Alpha Fraternity, Member

September 2021 – present

Public Relations Student Society of America (PRSSA), Member

January 2022 – present

## **Volunteer Experience**

Animal Caretaker, WI Humane Society

June 2022 - present