




AMANDA OELKE

CONNECT

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 **LinkedIn**
Amanda Oelke

 **Website**
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EDUCATION

University of Wisconsin - Madison
Graduation 2020

Bachelor of Arts - Journalism and Mass Communications/ Strategic Communication

Certificate in Digital Studies, Studio Art – Graphic Design/ Photography, and Leadership

IES Abroad - Barcelona
Jan. - May 2019

SKILLS

Photoshop	<div><div></div></div>
InDesign	<div><div></div></div>
Lightroom	<div><div></div></div>
Illustrator	<div><div></div></div>
Microsoft Office: Excel, Word & PowerPoint	<div><div></div></div>
WordPress	<div><div></div></div>
Higher Logic	<div><div></div></div>
Klear	<div><div></div></div>
Simmons	<div><div></div></div>
Meltwater	<div><div></div></div>
Mailchimp	<div><div></div></div>



COMMUNICATIONS EXPERIENCE

Morgridge Center for Public Service - Madison, WI

Communications and Marketing Intern

- Sept. 2019 to Present
- Gather, design, and write content for the weekly newsletter
- Work on developing marketing plans and design, PR and written materials for upcoming events and programs
- Write news and feature stories for the website
- Assist in website maintenance and additional external and internal marketing projects

Taliesin Preservation, Digital Media Campaign - Madison, WI

- Sept. to Dec. 2019
- Developed a tactical digital media campaign for Taliesin Preservation to increase returning customer retention for a Digital Media Strategies class
- Utilized research and auditing tools on Taliesin and competitor platforms to build strategies
- Established content pillars, created graphics and media tactics to reach the target audience
- Served as a spokesperson during pitch meetings with company representatives

Digital Studies Certificate Program

Social Media Manager

- Sept. to Dec. 2019
- Worked on content development, planning and graphic design for daily Instagram posts
- Increased account followers by 27% and facilitated more account engagement

IFAI – Industrial Fabrics Association International - Roseville, MN

Marketing and Editorial Intern

- May to Aug. 2019
- Proofread editorial articles, marketing content and graphics
- Assisted in making marketing graphics using Adobe Suite
- Wrote news updates, product descriptions and marketing emails
- Research PR contacts and competitors and compiled social media analytics

Studio Alis - Barcelona, Spain

Social Media and Sales Intern

- Jan. to May 2019
- Designed Instagram story templates useful for blogging style information to engage followers
- Developed content ideas and plans for future social media engagement
- Wrote descriptions of new furniture and decor pieces and uploaded to the online stores



LEADERSHIP EXPERIENCE

Association for Women in Communications (AWC) - Madison, WI

Vice President and Secretary Chair

- Sept. 2017 to Present
- Organize club dues collection, promoting membership, as well as maintaining membership accreditation in the national organization
- Connect with companies for networking trips year round
- Plan and organize accommodations for the group trips
- Help design and transition to a new logo and website design