

Charles Kohler

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Present Address: 1335 Water Street #212, Madison, WI 53703 (608) 555-1733
Permanent Address: 812 North Woodley, Northfield, MN 55057 (507) 555-5447

Education

University of Wisconsin-Madison

Bachelor of Arts, May 2008

Major: Journalism GPA: 3.2/4.0

Area of Emphasis: Advertising and Public Relations

Relevant Courses

Media Planning

Copy and Layout

Publicity Media and Methods

Mass Media and the Consumer

Survey Research

News Writing and Reporting

Media-Related Experience

Milwaukee Journal, *Communications Intern*: Milwaukee, WI

May - August 2007

Advertising

- Wrote and proofread copy for ads with circulation of 75,000
- Sold and serviced accounts in fast-paced environment

Public Relations

- Generated ideas, interviewed sources, and wrote stories for monthly newsletter with distribution to 2,000 sites
- Facilitated weekly media events and created organizational system for clips
- Coordinated special events with average attendance of 700 and average budget of \$30,000

Professional Development

- Increased awareness of industry while shadowing all departments in Newspaper Education Program
- Attended weekly advertising in-service workshops
- Gained insight into practical applications of advertising and public relations strategies in work environment

School of Journalism, *Promotional Campaigns Team Project*: UW-Madison

January - May 2007

- Developed ad campaign for local organization and learned advertising strategies
- Collaborated with colleagues to research organization, develop campaign, and create plan book

Additional Employment

Student Orientation Programs, *Receptionist*, Madison, WI

January 2006 - Present

Fontana Sports Store, *Sales Consultant*, Madison, WI

October 2004 - December 2006

Ideal Café, *Wait staff*, Northfield, MN

Summers 2005, 2006

Leadership Involvements

Society of Professional Journalism Students, *Social Committee Chair*

Academic 2007 - 2008

Campus Newspaper, *Daily Cardinal Advertising Manager*

Academic 2006 - 2008

Social Fraternity, *Secretary and Pledge Class President*

Academic 2004 - 2005

Technical Skills

Language: German (proficient), Danish (conversational)

Computer: Adobe Photoshop, Illustrator, Pagemaker