



JOE SKAGER

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work experience

Weber Shandwick
Chicago, IL

CONSUMER INTERN March 2013 – June 2013

Designed campaign recap infographic reports for Pedigree and Sheba
Designed Facebook posts for Milky Way and 3 Musketeers June social calendar, one of which received 8.4K “likes” (nearly triple the average)
Compiled targeted media lists and drafted outlet specific media alerts and pitches, leading to several national and regional placements for current Mars Petcare brand activations
Monitored and tracked daily media coverage for all Mars Petcare brands; drafted client email reports

Office of Student Activities
Augustana College
Rock Island, IL

MARKETING ASSOCIATE/DESIGNER September 2009 – May 2012

Designed print advertisements, logos and other marketing collateral for campus-wide events and student organizations
Coordinated small teams to create marketing campaigns for enhancement of student life
Managed aspects of event marketing budget

Meso Creative
Sydney, Australia

MARKETING INTERN January 2012 – March 2012

Designed and wrote the copy for marketing peripherals outlining the new company brand direction — presented to current and potential clients
Tripled brand’s Facebook “likes” in one week by creating low-budget Google Adwords and Facebook advertising campaigns
Compiled market research regarding tourism and backpacking trends in Australia

Freelance
Greater Chicago Area, IL

Graphic Designer November 2012 – Present

Community Christian Church: Logo, presentation slide, hanging banner, T-shirt
Pat Nelson Music: Website, logo, album sleeve, concert flyer, download card
View Chicago: Billboards and outdoor signage in Chicago

skills / expertise

Adobe CS6: Photoshop, Illustrator, InDesign, Dreamweaver
Coding: HTML, CSS, Javascript integration
Online Marketing: Google Adwords, Facebook Ads
Microsoft Office Suite: Word, Excel, Powerpoint, Outlook
Database: Cision, Factiva
Audio Engineering: Logic Pro X

education

College of Dupage '14
Glen Ellyn, IL

Web Design Certificate — In Progress, completion fall 2014
Current GPA: 4.0/4.0

Augustana College '12
Rock Island, IL

Bachelor of Arts in Business Administration – Marketing; Minor in Music
Overall GPA: 3.927/4.0 — Latin Honors: Summa Cum Laude

honors / activities
Augustana College

Academic Scholarship, Dean’s Scholarship • Business Admin, Academic Honors
Business Admin, Harold and Louise Lage Swanson Scholarship • Aristeia Honor Society
Scholastic, Dean’s List (11 of 11 terms) • Delta Omega Nu Fraternity, Honorary Member
Augustana Business Club • Wennerberg Men’s Chorus • Ascension Singers