

WILLIE WARHAWK

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EDUCATION

University of Wisconsin – Whitewater
Bachelor of Science in Communication

Whitewater, WI

Anticipated Graduation: May 2026

Emphasis: Corporate and Health Communication

Minor: Psychology

University of Sussex, United Kingdom

January 2024 – May 2024

- Studied full-time, taking courses in Business, Communication, and Psychology
- Immersed self in cultural experiences to enhance knowledge of British customs and traditions

WORK EXPERIENCE

Optum Health

Dodgeville, WI

Corporate Communications Intern

September 2025 – Present

- Co-develop and implement communication strategies and messages, creating web content and social media posts that reach an audience of 5,000+ followers
- Create internal and external marketing materials for promotional campaigns including talking points, fact sheets, brochures, and flyers
- Plan, manage, and create content for social media and the company website, increasing social media engagement by 15% and website traffic by 3%
- Write and edit press releases, securing coverage in local media outlets such as WMTV 14 News
- Respond to news media inquiries and requests, facilitating accurate and positive media coverage

SKILLS

- Content creation: Adobe Photoshop, Illustrator, InDesign, and WordPress
- Public relations: Cision and PRWeb
- Strategic communication: Microsoft Office Suite, Slack, Trello
- Social media management: Instagram, Facebook, Tik Tok
- Digital marketing: Google Analytics, HubSpot, SEMrush, Canva WordPress
- CRM software: Salesforce, HubSpot

ACTIVITIES & INVOLVEMENT

UW-Whitewater Delta Zeta Sorority

September 2022 – Present

Vice President of New Member Education

October 2024 – Present

- Welcome new members through new member orientation events each fall
- Plan and organize information sessions for prospective new members
- Collaborate with university staff to promote sorority events and benefits on campus