

WILLIE WARHAWK

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OBJECTIVE

Creative and ambitious student with experience in social media and event management, seeking a position in public relations where I can leverage my skills in strategic communication, event coordination, and stakeholder engagement to support impactful brand messaging and community outreach.

EDUCATION

University of Wisconsin-Whitewater | Whitewater, WI December 2025
Bachelor of Arts in Communication GPA: 3.8
Emphasis: Public Relations
Minor: Advertising

EXPERIENCE

Social Media Intern | Madison, WI September 2025 – present
Goodwill, Inc.

- Collaborate with a team of 5 members to create innovative campaigns
- Manage company Facebook, Twitter and LinkedIn to increase an online presence
- Write two articles per month for the employee professional development blog
- Cultivate and maintain relationships with news media to enhance company's presence

Event Manager | UW-Whitewater January 2024 – present
Public Relations Student Society of America (PRSSA)

- Conduct outreach to potential guest speakers and organize chapter events
- Advertise professional development opportunities to members via the chapter's social media platforms (Instagram and Facebook)

Public Relations Intern | Milwaukee, WI May 2024 – August 2024
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 & DESIGN SKILLS

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