

# Aleesha Halbach

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## Education

### **University of Wisconsin-Madison**

Bachelor of Arts, December 2016

**Double Major:** Legal Studies, Strategic Communication (School of Journalism and Mass Communication)

## Work Experiences

### **PR & Social Media Intern**

*September 2014-Present*

C. Blohm & Associates, Professional Internship, Monona, Wis.

- Wrote and oversaw the creation of weekly tweets and management of Hootsuite, LinkedIn and Google +. Including management of social media analytics and tracking.
- Composed and prepared blog posts written for company website, and prepared press releases about company hires and advancements. Including respective RSS text and creation of media lists for releases.
- Provided support for the CB&A team including client calls, meetings and on-site visits.

### **Administrative Divisional Intern**

*August 2013-Present*

Division of Diversity, Equity & Educational Achievement, University of Wisconsin-Madison, Madison, Wis.

- Worked to create a diverse, inclusive and excellent learning environment for all students, faculty, staff, alumni, and others who partner with the university.
- Increased access for underrepresented minorities and women by planning and co-chairing the Science, Technology, Engineering and Math (STEM) Professional Series with the Assistant Director for STEM Initiatives for students. Including the STEM 3-part Professional Series (2013-2014) and Life after Undergrad: Graduate and Professional School Workshop and the Internships and More! workshop.
- Co-facilitated first year student orientation and registration programs for incoming freshman scholars at student orientation.
- Created and brainstormed new STEM programs including the STEM Ambassador program and other divisional initiatives.
- Contacted and established valuable connections with researchers and professionals at the University of Wisconsin-Madison that included the Writing Center, College of Agriculture and Life Sciences, McNair Scholars Program, and WiscAMP.
- Composed numerous professional emails, documents and social media material on behalf of the Assistant Director.
- Prepared travel arrangements for mentor training, conferences and other miscellaneous events.

### **Program Administrative Assistant**

*June 2014- Present*

Wisconsin Singers, Campus Involvement, University of Wisconsin-Madison, Madison, Wis.

- Performed administrative tasks that included data base management, patron donations, schedules, and troupe management.
- Edited several documents including student handbooks, parent handbooks and letters and information from the director.
- Served as liaison between director and the graphic arts and public relations interns, while providing support to the program director, assistant music director and company manager.
- Entrusted with purchasing duties for the program.

### **Communications Assistant**

*May 2014-September 2014*

Waisman Center, University of Wisconsin- Madison, Madison, Wis.

- Generated documents on behalf of the Communications department and the Friends of the Waisman Center including grants, letters and promotional material.
- Proofed and edited documents on behalf of the Communications team.
- Arranged and collaborated with local business owners to donate gifts to the Friends of the Waisman Center's 22<sup>nd</sup> Annual Golf Benefit.
- Oversaw comprehensive database management while paying close attention to detail.

## Other Experiences

### **Free-Lance Writer**

*September 2013-Present*

*The Daily Cardinal*, Campus Involvement, University of Wisconsin-Madison, Madison, Wis.

- Wrote various articles on topics ranging from social justice to movie and restaurant reviews.
- Gained beneficial writing experience and learned how to meet hard and fast deadlines.

### **General Member**

*September 2014-Present*

PRSSA-Madison Chapter, Campus Involvement, University of Wisconsin-Madison, Madison, Wis.

- Attended weekly meetings to gain valuable professional insights from PR professionals.
- Networked with PR professionals to ask burning questions and leave a lasting impression.