

# Holly Mertens

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## EDUCATION

**Marquette University**, Milwaukee, WI

Bachelor of Arts in Public Relations & Marketing, December 2012

Cumulative GPA: 3.3/4.0      Major GPA: 3.8/4.0

## PROFESSIONAL EXPERIENCE

**Marquette University**, Milwaukee, WI

August-Present 2012

*Communications Tutor*

- Provide extra support for students in Media Law, Digital Design/Production, and Marketing Research
- Create study guides and outlines for better understanding on a weekly basis

**STIR, LLC**, Milwaukee, WI

May-August 2012

*Digital Project Intern*

- Managed website content using Content Management System, Sitefinity
- Published live web pages for Cousins Subs website
- Produced website wireframes using OmniGraffle
- Assisted in development of info-graphics using Adobe Creative Suite
- Conducted market research for potential clients
- Maintained digital status report on a daily basis

**Zizzo Group | Marketing + Public Relations + New Media**, Milwaukee, WI

May-August 2011

*Marketing/Public Relations Intern*

- Conducted market research for potential clients
- Produced monthly campaign reports using Google Analytics
- Published web content and videos to live websites
- Transcribed interviews
- Fulfilled additional office duties

**Civic Music Association**, Milwaukee, WI,

May-August 2011

*Marketing/Social Media Intern*

- Established Social Media Networks
- Designed/produced monthly newsletter using PatronMail
- Created direct mail pieces and invitations
- Updated contact database

## SKILLS AND ABILITIES

### Technical Skills

- Adobe Photoshop
- Adobe InDesign
- CRM Software
- CMS- Sitefinity
- Adobe Illustrator
- Mac & Windows OS
- SPSS Software
- OmniGraffle

### Additional Skills

- Graphic Design
- Digital Strategy
- UX Design
- Marketing Research
- Sales Management
- Advertising
- Mobile Marketing
- Direct Marketing
- Social Media
- Media Law

## VOLUNTEER EXPERIENCE

**Marquette Volleyball Clinic**

*Volleyball Coach*

January 2009-2012

- Organized drills and events for clinics of 100+ kids
- Demonstrated proper volleyball technique

**Hunger Clean-up**

*Milwaukee Hunger Task Force*

April 2009-2011

- Assisted families in the Milwaukee area with their spring clean-up effort

**Cure for Kirby**

*Volunteer*

February 2012

- Obtained donations for medical research for Sanfilippo Syndrome at a local event

## AWARDS AND ACTIVITIES

- College of Communication Dean's List Award Recipient, Fall 2010-Spring 2012
- Member of Marquette University's Lambda Pi Eta, The National Communication Association Honor Society, 2010-Present
- Marquette University Athletic Scholarship Recipient
- Member of the Marquette University Women's Volleyball Team, 2008-Present
- Big East All-Academic Team 2009, 2010, 2011
- 2011 Big East All-Tournament Team

## REFERENCES

### **Pete Rathkamp**

Director, Digital Strategy  
STIR, LLC  
414.278.0040  
peter@stirstuff.com

### **Brian Bennett**

Owner/Strategic Planning  
STIR, LLC  
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### **Bond Shymansky**

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### **Mary Ingles**

Public Relations Professor  
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