

Willie Warhawk

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PortfolioURLhere.com/warhawkw

EDUCATION

University of Wisconsin-Whitewater
Bachelor of Arts in Communication
Emphasis: Public Relations
Minors: Advertising

Whitewater, WI
Anticipated Graduation: May 2026

EXPERIENCE

Social Media Intern
Goodwill, Inc.

Madison, WI
September 2025 - present

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

Public Relations Intern
Punch PR

Milwaukee, WI
May 2024 – August 2024

- 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

LEADERSHIP & INVOLVEMENT

Event Manager
Public Relations Student Society of America (PRSSA)

January 2024 – present

- 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)

UW-Whitewater Track & Field Team

September 2022 - present

- Serve as a member of SAAC (Student-Athlete Advisory Committee)
- Dedicate 30 hours per week to practice, travel and meets while managing full-time student status

SKILLS

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