

# Willie Warhawk

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## **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* Madison, WI  
Goodwill, Inc. 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* Milwaukee, WI  
Punch PR 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* 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)

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