

Brandon Hoege

brandon.hoege@gmail.com | 608-477-8194

S9878 Highway E
Sauk City WI, 53583

Education

University of Wisconsin-Eau Claire, *Eau Claire, WI* 2014 - 2016
Bachelor of Arts: **Mass Communication with an emphasis in Advertising**
Expected graduation: December 2016
GPA: 3.79/4.0

- Dean's List fall 2014 - spring 2016
- Academic Apprentice in CJ 300: Research Methods
- In the 2016 *Who's Who Among Students in American Universities & Colleges*
- UWEC Outstanding Senior
- Lee and Esther Sanford Hensch Memorial Scholarship

University of Wisconsin-Baraboo/Sauk County, *Baraboo, WI* 2012 - 2014
Associate of Arts and Science: General Education
GPA: 3.71/4.0

- Dean's List fall 2012 - spring 2014
- UW Baraboo/Sauk County Faculty/Staff Distinguished Scholar Award
- UW Baraboo/Sauk County Scholar Athlete
- Dean Michael Brophy Fine Arts Scholarship
- Wisconsin Covenant Scholar Grant Recipient

Internship Experience

Public Relations Intern September 2016 - present
Chippewa Valley Free Clinic, Eau Claire, WI

- Assist in the production of the Chippewa Valley Free Clinic newsletter
- Utilize Constant Contact to distribute the newsletter to subscribers
- Improve social media presence through strategic Facebook communication
- Update previous versions of marketing collateral to better represent the brand

Media Coordinator Intern April 2016 - present
Blugold Beginnings Robotics, Eau Claire, WI

- Utilized Adobe Illustrator to design the organization's logo
- Develop flyers and pamphlets to strategically reach the target audience
- Continuously update the organization's Facebook presence to increase awareness of services and website traffic
- Write and approve copy for grant proposals to local and large corporations

Marketing Communications Intern May 2016 - September 2016
IH Concepts, Madison, WI

- Created engaging and relevant content for the IH Concepts blog
- Composed feature stories and marketing tips for the monthly newsletter
- Assisted with the organization of the upcoming IH Concept tradeshow
- Collaborated with graphic designers to improve visual marketing collateral

Marketing Communications Volunteer January 2016 - May 2016
Epilepsy Foundation of Western Wisconsin, Eau Claire, WI

- Assembled an advertising and marketing team to assist the Epilepsy Foundation
- Facilitated communication between the advertising team and the client
- Produced materials to improve online communications on Facebook
- Assisted with planning the annual Stroll in the Park for Epilepsy event