

# KARI AUSLOOS

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## Experience

### Marketing/Administrative Assistant

- Lead the management of Facebook, Twitter, Google+, LinkedIn, YouTube and the company's WordPress blog
- Created and scheduled engaging posts for social media platforms using HootSuite
- Composed monthly reports on social media and website growth from Google Analytics to determine growth opportunities
- Prepared drafts of press releases for review by the marketing team
- Contributed in the development of email marketing campaigns for Wilson-Hurd's target customers and current customers
- Wrote copy and created graphics for email marketing campaigns
- Collaborated with the marketing department on a regular basis to brainstorm ideas for new marketing and social media initiatives
- Maintained and updated Wilson-Hurd website using Joomla CMS
- Photographed products for marketing materials
- Assisted with general administrative duties, such as answering incoming phone calls and assisting visitors

Wilson-Hurd Mfg  
Wausau, WI  
Sept. 2014 – Jan. 2016

### Research and Development Intern

- Composed effective, engaging social media content for multiple clients on Facebook and Twitter
- Assisted in running workshops to teach business owners the best practices of using social media
- Developed monthly analytical reports for clients to show their growth
- Wrote blog content for the Candeo Creative website

Candeo Creative  
Oshkosh, WI  
Jan. 2013 – Sept. 2013

### Public Relations Intern

- Updated and wrote posts for Agnesian's InGoodHealth blog to teach reader's better health practices
- Aided in the renovation of the organization's website
- Added events on internal webpage

Agnesian Healthcare  
Fond du Lac, WI  
Sept. 2012 – Dec. 2012

## Skills & Abilities

### Social Media

Facebook, Twitter, Instagram, Google+, LinkedIn, Pinterest, Snapchat, Social Media Analytics

### Technical

Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe InDesign, Microsoft Office Suite, Final Cut Pro

### Journalistic

AP Style, Photography, Blogging, Editing

## Education

### University of Wisconsin Oshkosh

Bachelor of Science: Journalism (ACEJMC)  
Emphases in Advertising and Visual Media  
Major GPA: 3.4

### Travel and Documentary Photography

Study abroad trip to London, England