

TOM MIESEN

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FUN STUFF!

- **SWOT Analysis** (pg. 2)
- **Open Cover Letter** (3)
- **Selected Work** (4)
(click on the picture to go to the article)
- **"Traditional" Résumé**

WORK

THE BLACK SHEEP AGENCY

PR/Copywriting Intern: 6/2010-10/2010

- **Responsible for building and managing the social media presence** of five clients.
- **Wrote pitches**, press releases, and other public relations material to disseminate information to the media.
- **Wrote content** for clients, including Twitter updates, blog posts, and Facebook fan pages.
- **Brainstormed** new and innovative ways to advertise to consumers in order to cut through the clutter and increase brand awareness.
- **Trusted** with sensitive and confidential client information
- Gained experience in **branding, advertising, public relations and social media marketing.**

THE NEXT GREAT GENERATION

Writer: 7/2010- Present

- **Writing articles** for a Millennial-centric online magazine.
- Gaining experience **writing content** for a real publication.
- **Researching** content on and off the internet.
- Revising content to fit editors' desires.
- Gaining experience in writing and meeting deadlines.
- **Participating in the community** by responding to comments from others as well as commenting on articles of interest.
- **Writing copy** for promotional items.
- Writing Samples: [Author Page](#)

EDUCATION

University of Wisconsin-Madison

-*Bachelors of Business Administration*: May 2010

- **Double Major: Marketing; Management**

Strengths

- Creative and mischievous
- Intelligent, able to multitask
- Great writing skills
- Darn funny
- Treats his mother well = Trustworthy
- Digital native = Very active on social media
- Seen most episodes of “The Simpsons”
- Trivia team all-star
- Curious student of all things
- Music/TV taste = Above average

Weaknesses

- Testy w/out coffee
- May have Minnesotan accent (good or bad)
- Little shy at first. That goes away
- Average interviewing skills. They’ll get better
- Lacks experience in a “traditional” work environment (it’s a good & bad thing)
- Is “not enough weaknesses” a weakness?

Opportunities

- Writing kickass copy (Short, long, blog, headline. Anything)
- Using social media to promote, engage, and interact
- Office trivia championship w/in grasp
- New friend around the office
- Open to learning new things & criticism
- Someone new to boss around
- Being a great team player

Threats

- Identical twin = Opportunity for “Parent Trap”-like deception
- Possibility of “Simpsons” quote overload (not likely)
- Someone else might snatch him up before you can

Hey! I'm Tom. I'm as passionate about the advertising/marketing/PR/media/whatever-you-want-to-call-it industry as one can get. **I'm a perpetual student of EVERYTHING**, I'm hungry for knowledge, and I'm always curious. In short: I want to work, and **I want to help your business make money.**

Let me start off by saying I don't have a lot of experience in advertising. **Yet.** But that's not stopping me from immersing myself in it every way that I can. I don't see this lack of experience as a detriment; I see it as an opportunity to soak up every bit and piece of information as I can. **I'm a ball of clay that can be molded into any position.** I'm adaptable, flexible, and open to criticism and constructive critique so that I can grow as a person and an employee.

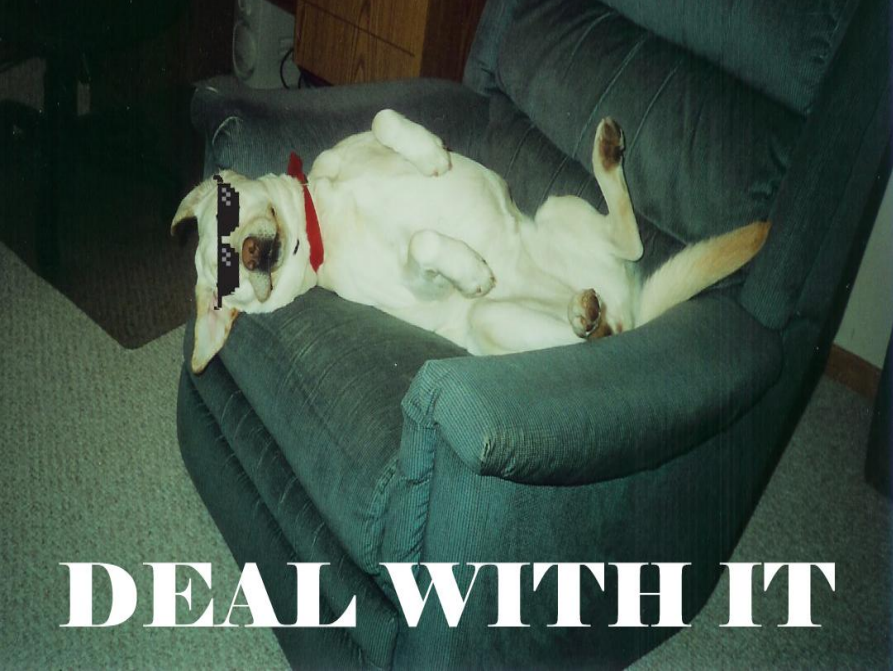
I've worked for a [boutique agency](#) all summer, and I've been responsible for managing the social media presence of five clients. I've written many articles about marketing, advertising, and social media for my own blog (getting to know me is as easy as going to <http://tmiesen.com> and checking out my [Twitter feed](#)) and for [The Next Great Generation](#). Despite only having a few months of actual experience, I'm taking in so much information. I'm looking for a way to prove to others something that I already know: **I have the chops to make it in marketing.**

This is your chance to get me early in my career. I've got a good mix of strategic and creative skills. I'm loyal, and I'm confident in my ability to provide value to your organization. **I can't wait to show the world what I can do.**

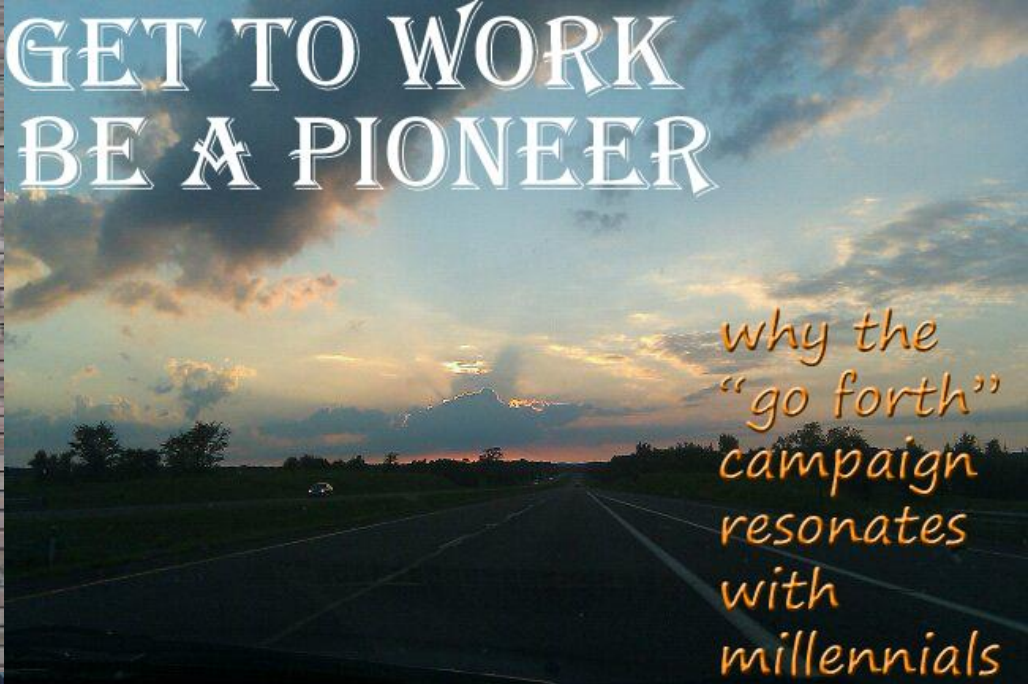
I'd say that now's the right time to [contact me](#). Thanks.



GENERATION MEME



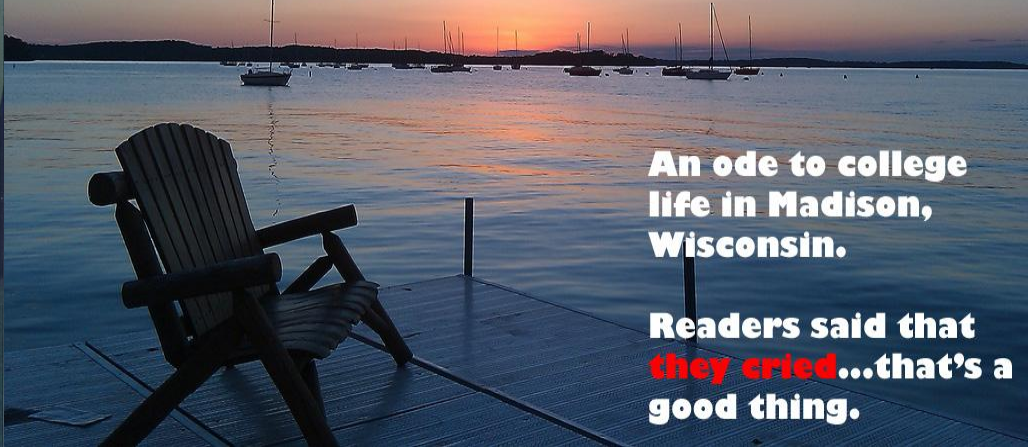
DEAL WITH IT



I Survived

**Madison,
Wisconsin**

2006-2010



**An ode to college
life in Madison,
Wisconsin.**

**Readers said that
they cried...that's a
good thing.**