

# Tom Miesen

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**Current Address**

4889 Dominica Way

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## EDUCATION

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**University of Wisconsin-Madison**

**Bachelor of Business Administration degree** May 2010

**Double Major: *Marketing; Management and Human Resources - Management***

- Relevant Courses: Marketing Communications, Consumer Behavior, Management of Teams, Marketing Strategy

## EXPERIENCE

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### **The Next Great Generation**

**Writer** (*July 2010-Present*)

- Writing articles for a Millennial-centric online magazine (<http://www.thenextgreatgeneration.com>)
- Researching content for articles and revising material to satisfy editors' desires
- Participating in the community by responding to comments from others as well as commenting on articles
- Writing copy for promotional items
- Member of a team focused on increasing awareness and obtaining new writers
- Gaining experience meeting deadlines, creating interesting written content, and working with a promotional team

**The Black Sheep Agency, LLC** Houston, Texas

**Public Relations/Copywriter Intern** (*June 2010-October 2010*)

- Assisted in building, developing, and managing the social media presence of five clients
- Wrote pitches and press releases to disseminate information to media outlets
- Created content for clients & wrote material for the Black Sheep brand
- Brainstormed new and innovative ways to advertise to consumers in order to cut through the clutter of the marketplace and increase brand awareness
- Trusted with sensitive and confidential client information
- Gained experience in branding, advertising, SEO, copywriting, and social media management

**UW-Madison School of Business Marketing Department** Madison, Wisconsin

**Advertising Coder** (*May 2010-June 2010*)

- Examined 300 historical and current print ads for gender, target market, race, and class as part of a study on class distinctions in advertisements
- Created a spreadsheet to assist in the analysis of 300 print advertisements
- Gained understanding of the creation of advertisements through examination and analysis of historical and current examples

**University of Wisconsin-Madison, Office of the Registrar** Madison, Wisconsin

**Student Administrative Assistant** (*December 2007 – May 2010*)

- Developed process to systematically organize, copy, and archive thousands of documents per month
- Worked consistently in excess of 20 hours per week while maintaining heavy course load
- Gained administrative experience in an office setting

## RELEVANT SKILLS

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- Proficient in Microsoft Office (Word, Powerpoint, Excel), some exposure to Adobe Photoshop
- Proven ability to excel in dynamic, challenging environment
- Comfortable with emerging technology; knowledgeable about LBS, Augmented Reality, mobile applications
- Proficient in digital, social media; accounts on Twitter, Facebook, LinkedIn, Tumblr, Foursquare, StumbleUpon