

Jessica Gutschow

Education

University of Wisconsin-Madison

Sept. 2018 – Present

- Major: Journalism
- GPA: 3.30/4.00

Amherst High School

Sept. 2014 – May 2018

- GPA: 3.8/4.00

Work Experience

The Community Spirit Sports Writer Intern

Sept. 2015- May 2018

- Attended local sporting events to observe/record data and generate sports beat articles
- Generated multiple articles per month to be published weekly.
- Worked on a strict time constraint and learned to write concisely

“Falcon Pride Project” Social Media Manager

Sept. 2017- Sept. 2019

- Created weekly Facebook posts to encourage public to donate to project
- Conducted interviews and in-depth research to refine understanding of the school and donors
- Worked with local companies and school administration to generate content for weekly postings
- Listened to public concern/ response to posts and effectively created better content in the future

Journalism/ Media Production Experience

Personal Blog

Aug. 2019 - Present

- Consistently Create, edit, and publish original content such as poetry and investigative articles
- Promote site activity through other communication platforms (social media)
- Use photoshop to design site aesthetic to be visually pleasing
- Learn to share writing with others and accept constructive criticism.

The Badger Daily Herald Sports Writer

Oct. 2018 - Present

- Create original sports content to be distributed among Wisconsin athletics fans
- Interview local athletes and coaches to accurately document their experiences
- Learn to function and collaborate within a professional writing environment

Production of “Falcon Pride Project” promotional videos

Oct. 2018 - Present

- Produced promotional videos and articles that helped raise over \$3 million dollars for school renovations
- Generated persuasive writing, script writing, and storyboarding skills
- Acquired a business acumen through meetings and negotiations among school administration

Production of football documentary, “14 Fridays”

Sept. 2014 - Jan. 2015

- Studied efficient methods of social media promotion and communication
- Proceeds generated \$1,500 towards the “Falcon Fund”
- Established narrative skills through the help of player, coach, and community interactions

Activities & Involvement

UW-Madison Club Softball

Sept. 2019 - Present

- Compete competitively vs other Big Ten schools
- Participate in team bonding activities that allow me to network and build lasting relationships

Volunteer Work

Smokey Express Christmas Show

Dec. 2009 - Dec. 2019

- Proactively raised awareness of ALS to acquire thousands of donations towards future research

Little League Softball Coach

May 2015 - Sept. 2016

- Taught youth girls the basics of softball and the desired qualities behind effective teamwork

Additional Information

Skills: Microsoft Office, Adobe Premiere, Photoshop, imovie (Proficient), Dreamweaver, Technical Writing, Leadership, Teamwork, Communication, Networking, Problem-Solving, Time Management, Self-Motivation, Research **Interests:** Traveling, Running, Football, Softball, Snowboarding, Photography, Architecture, **Languages:** English, Spanish (Basic)