

CARNEY ZIEGLER

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PROFESSIONAL SUMMARY

- Motivated, creative and detail-oriented Mass Media student who is flexible, optimistic and proficient at maintaining a sense of humor under pressure and with a deadline.
- Driven, dependable and accomplished advertising and public relations student adept at designing various forms of advertisements, layouts and email content.

PROFESSIONAL EXPERIENCE

Advisors Excel, October 2016 – Present

Digital Intern

- Design and create various corporate emails, email signatures, content designs for TV screens, and make revisions on each as necessary, via PhotoShop, Dreamweaver, WordPress and Illustrator.
- Complete web tickets by making client website changes, via Dreamweaver and WordPress.
- Revise corporate Advisors Excel websites, including AEWM, by updating photos, content, documents, and update website layout as requested by account and traffic managers.

Washburn University Student Media, June 2015 - Present

Advertisement Designer/Office Assistant/Writer

- Design local companies' advertisements from scratch for Washburn University Student Media's print and online newspaper, magazine and yearbook, and revise if client wishes.
- Submit weekly featured blog posts for online newspaper, primarily recipe posts with photos and content.
- Photograph and organize group and individual photo shoots for yearbook portraits; identify and label each individual in photos.

Washburn University Honors Program, June 2015 - Present

Social Media Specialist

- Updates social media platforms with photos and reminders for students and faculty.

Bob Schwarz Financial, May 2014 – December 2016

Office Assistant

- Planned company-sponsored events, including designing and mailing invitations, creating attendee lists, managing RSVP's, coordinating with venue, ordering food, drinks, utensils and other supplies needed for events. Revised, printed and mailed clients' monthly statements and billings.
- Answered phone calls, assisted clients with inquiries and took messages for office, if necessary.

Created various spreadsheets, ones including confidential client account data, company event specifications, office information, etc. for better organization of the company.

EDUCATION

Washburn University, Topeka, KS

Bachelor of Arts: Mass Media - Dual Emphasis: Creative Advertising & Public Relations.

Minor in Business with Entrepreneurship Certificate.

Anticipated Graduation: May 13, 2017

- Overall GPA – 3.91. Major GPA – 4.00

SKILLS

Extended use and experience in:

- PhotoShop, InDesign, Dreamweaver, HTML, Microsoft Word, PowerPoint and Excel
- WordPress, Weebly, Facebook, Instagram, Twitter, Snapchat, YouTube, Blogger, LinkedIn, iMovie
- Digital Photography, Editing, Layout and Design, Mac and PC's

Knowledge in:

- Animate, CSS, Illustrator, Wix, Adobe
- Advertising campaigns and press releases

HONORS/ AWARDS

- MP Piland Advertising + Marketing Student Shadow Day Recipient
- President's Honor Roll (2014-Present)
- American Advertising Federation of Topeka Scholarship Recipient
- Mortar Board National College Senior Honors Society Recipient

Washburn University Scholarships:

- Blanche Bryden (Presidential)
 - Beeder (Mass Media)
 - Dick Snider (Mass Media)
 - Moses Day & Chapman (Honors)
 - Memorial (Honors)
 - Brunt (Honors)
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