

AJ Hasselquist

Communications & Mass Media

Experienced Social Media Lead with an additional demonstrated history of working in customer service. Skilled in Research, Communication, Content Creation, and Problem Solving. Over 3 years of college experience at St. Norbert College. Pursuing a career in social media and marketing.

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[LinkedIn](#) 

Education

St. Norbert College (Since Aug. 2018)
Communication & Media Studies, B.A
Expected to Graduate: May 2022

Awards & Certifications

Dean's List - May 2021
Awarded for achieving a GPA of 3.5 or higher during the 2021 Spring Semester.
Student Social and Behavioral Researchers
CITI Program, 2021 - 2024

Skills

Adobe Photoshop
Adobe InDesign
Adobe Premiere Pro
Twitter
Facebook
Instagram
Reddit
YouTube
LinkedIn

Experience

Advertising Intern

Fresh Ground Thinking | Columbus, OH | Aug. 2021 - Present

- Created/designed online advertisement campaigns for various organizations using Google AdWords & Facebook Ad Manager
- Generated minimum 75k-100k impressions on ads monthly
- Wrote social media posts for multiple platforms such as Twitter, Facebook, Instagram, etc.
- Assisted in development of webpages using Wordpress

Game Day Utility

ESPN | Green Bay, WI | Sep. 2021 - Sep. 2021

- Assisted with on the field responsibilities related to the camera crew during Monday Night Football
- Ensured sideline was consistently operational in a high pressure environment
- Assisted with cleanup and takedown of equipment after the program's conclusion

Social Media Manager

St. Norbert College | De Pere, WI | Aug. 2021 - Dec. 2021

- Created 3 months worth of graphics for athletic schedules
- Conducted several interviews with collegiate athletes
- Managed Facebook, Twitter, and Instagram pages

Team Store Personnel

Wisconsin Timber Rattlers | Appleton, WI | May. 2021 - Aug. 2021

- Cashiering in team store and customer service
- Ensuring products were taken care of appropriately

Marketing Intern

Civic Symphony of Green Bay | Green Bay, WI | Feb. 2021 - May. 2021

- Managed Twitter, Instagram, and Facebook pages and created content for them
- Increased impressions by 20%
- Set up and followed a schedule for posts and successfully worked in a team environment