

Matthew Latuszek

latuszek.matthew@gmail.com • 312.480.7019
5529 N. Major Avenue • Chicago, IL 60630
mattlatuszek.com

EDUCATION

University of Wisconsin-Madison Madison, WI

Bachelor of Science degree, May 2015

Major: Life Sciences Communication; Certificates in Technical Communication, Business

Overall GPA: 3.69/4.0

EXPERIENCE

Walker Sands Communications Chicago, IL

Content Intern (May 2015-Present)

- Write contributed articles, blog posts, and press releases for six different B2B clients, including GrubHub, Newark element14, and ThreatMetrix
- Collaborate with account executives to solicit and incorporate feedback during the editing process
- Establish brand consistency by adapting writing style to match each client's specific voice
- Analyze survey results and data reports to identify compelling storylines
- Strengthen time management skills by meeting multiple deadlines from clients

Wisconsin School of Business Madison, WI

Marketing Copywriter Intern, Integrated Marketing Communications (June 2014-May 2015)

- Drafted and revised the 22-page Wisconsin School of Business style guide; used by all academic programs, knowledge centers, and departments within the school to promote uniformity
- Produce and edit copy for marketing collateral, such as view books, ads, and admissions guides
- Work with seven distinct departments to create marketing material for prospective students, current students of all degree levels, alumni, and corporate partners

Working Capital for Community Needs Madison, WI

Online Presence Management Intern (June 2014-August 2014)

- Launched and managed seven Google AdWords campaigns, increasing website traffic by 34%
- Created unique landing pages that generated donations, investments, and newsletter subscriptions
- Formulated and executed social media strategy by sharing content across social media channels
- Improved website SEO by establishing URL naming conventions and adding alt text to images

Viking Cue Madison, WI

Technical Writer Intern (June 2013-August 2013)

- Designed and developed documentation for 45 new product releases
- Created and launched three interactive training modules distributed to dealers across the country
- Converted 39-page employee handbook into an interactive, online PDF using InDesign

ACTIVITIES

Wisconsin Engineer Magazine Madison, WI

Writer (September 2012-May 2015)

- Write and edit articles for two issues every semester; develop fluency in AP Style in addition to skills in background research, story development, and journalistic interviewing
- Work closely with a team of 60 students to produce an issue every two months

SKILLS

<i>Software</i>	InDesign CS5, Adobe Photoshop CS6, Adobe Premiere Pro, HTML, CSS
<i>Certifications</i>	Google AdWords and Google Analytics Certified, HubSpot Inbound Marketing
<i>Awards</i>	U.S. Bank Great People Scholarship, Outstanding Sophomore Award 2013