

VICTORIA HORSTMAN

MARKETING COMMUNICATIONS



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UNIVERSITY OF WISCONSIN - OSHKOSH

BA in Journalism with emphasis in Public Relations, 2015



2015 Kappa Tau Alpha, national honor society for mass communications

2015 Certificate in the Principles of Public Relations



STRENGTHS

Publication Layout Design

- InDesign
- Illustrator
- Photoshop
- Canva

Project Management

- Asana
- Milinote
- Teams, Sharepoint

Cross-Channel Campaigns

- Newsletters
- Social Media
- Webpage management
- Media: Writing in AP Style

Database Analytics

- Salesforce
- Marketing Cloud
- Blackbaud

Event Coordinating

- Logistics
- Communications
- Stationary
- Branding



ABOUT ME

Creative and data-driven marketer with experience developing and delivering successful multi-channel marketing campaigns. Published journalist, photographer, and graphic designer.



EXPERIENCE

WAYLAND ACADEMY

BEAVER DAM, WIS.

Registrar JAN 2024- CURRENT

- Manage student information and academic data systems for a student body of 200 and faculty of 50.
- Create school's master course grid, student schedules, and daily calendar. Advise students on course selection based on availability and aspirations.
- Track course details, student academic performance, and attendance; refer concerns to Academic Dean. Review transcripts and award credits for graduation.

Marketing Manager JUNE 2022 - DEC 2023

- Designed flyers, event invitations, posters, and other assets to support \$1 million capital campaign. Created comprehensive brand toolkit and style guide.
- Coordinated an photographed academic events: commencement, family weekends, orientation.
- Researched and wrote content for weekly newsletters, media releases, and Greetings magazine (the oldest alumni publication in America).

GIRL SCOUTS OF WI - BADGERLAND

Marketing Manager

MADISON, WIS.

- Designed localized marketing materials (magazines, web imagery, infographics, postcards, apparel) that aligned with the brand's global visual identity.
- Pitched stories and secured media coverage for girls making an impact in their community. Launched MediaGIRLS program to connect girls with journalists.
- Coordinated special events, annual meetings, highest awards celebrations, and volunteer appreciation events.