



ERIN KREBSBACH

writer & graphic designer ● erin.krebsbach@yahoo.com

OBJECTIVE

Communications position in a dynamic company where my strong writing and design skills can add value.

EXPERIENCE

Marketing Manager

January 2004-Present

ACD Distribution LLC, Madison, WI

- Develop and write company communications
- Design and layout of advertising materials
- Coordinate multiple events and trade show appearances

Public Relations Executive

June 2003-January 2004

National Cocoa Shell, Milwaukee, WI

- Created company press kit
- Wrote and distributed press releases
- Launched public relations campaign to create awareness of company's garden product

Morning News Producer

March 2001-March 2003

WKBT-TV, La Crosse, WI

- Planned, structured and wrote stories for 90-minute newscast
- Reported daily consumer news
- Assisted in revamping newscast format

EDUCATION & TRAINING

Madison Area Technical College

Associate Degree of Applied Art in Graphic Design and Illustration

December 2008

University of Wisconsin - Madison

Journalism Bachelor of Arts

May 2000

SkillPath "The Conference on Innovative Marketing"

October 2005

Dale Carnegie Training "Sales Advantage"

Summer 2005

SKILLS

- Strong Mac/PC knowledge of *Adobe Creative Suite* including Photoshop, Illustrator, InDesign; *Microsoft Office* programs including Word, Excel, PowerPoint; *QuarkXPress*
- Working knowledge of *Adobe Dreamweaver*, HTML and CSS coding
- Creative writing
- Proficient in French

HONORS

MATC Dean's List: Spring 2006, Spring 2007, Fall 2007, Spring 2008

PORTFOLIO & REFERENCES AVAILABLE UPON REQUEST

View online portfolio at www.matcportfolio.com.

