**Heather Schwartz**

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Personal Blog: <http://www.getsimplylivin.weebly.com>

UWW Career Blog: Blogs.uww.edu/career/author/schwartzhm26

Online Portfolio (Weebly): <http://pictureperfectcommunications.weebly.com>

Photography Website: [www.HMSphotography.net](http://www.HMSphotography.net)

**Education:**

University of Wisconsin-Whitewater Anticipated: May, 2013

Bachelor of Arts Degree

Major: Speech Communication Emphasis: Public Relations

Minor: Art Studio Emphasis: Photography

**Experience:**

2012-Present *Social Media Intern: Career & Leadership Development* Whitewater, Wisconsin

* Utilize multiple social media strategies to maintain Facebook, YouTube, and started Health and Wellness series on department blog.
* Implemented new ideas for outreach: seasonal promotion tables, student contests, different types of social media posts, and visual elements.
* 1,297 people outreach and 423 ‘Likes’ on Facebook for Halloween Costume Contest.
* Increased the attendance of the UWW Career Fair by 299 students from the previous year.
* My photos from the Career Fair generated 145 ‘likes’ on photos and 29 page ‘likes’ within 3 days.

2008-Present *Photographer/Founder: HMS Photography* Milwaukee, Wisconsin

* Provide photography services for models, families, individuals, and companies
* Strong communication skills along with creative photo shoot concepts
* Gained local connections for networking and credibility, 503 ‘likes’ on Facebook page.
* Hosted a modeling contest, *Models in the Making*

2007-Present *Beverage Cart Operator: Fairways of Woodside* Sussex, Wisconsin

* Customer service involves an array of people skills for a variety of clientele
* Handling unexpected problems and adjusting efficiently
  1. *Sales and Fashion Consultant: Charlotte Russe* Brookfield, Wisconsin
* Floor sets for new seasons, fitting rooms, and storage
* Create a welcoming and fun atmosphere for customers
* Assisted costumers in choosing and coordinating outfits

**Social Media Experience:**

LinkedIn, Facebook, Twitter, Blogs, YouTube, Vine, Pinterest, Instagram, Google+

**Tech Experience:**

Adobe Photoshop, Adobe Lightroom, Adobe Premiere, Microsoft Office, PowerPoint, Typing 80 WPM