

WHITNEY MAUS

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EXPERIENCE

- **COSBE Roundtable Manager, Metropolitan Milwaukee Association of Commerce (MMAC)**
March 2016 – present
 - works closely with more than 40 Executive Roundtable groups comprised of CEOs, CFOs, senior executive and sales management executives from small businesses with 5-300 employees
 - recruits new Roundtable members and promotes the Executive Roundtable program to MMAC members and non-members
 - meets individually with prospective Roundtable members and current Roundtable members to ensure their greatest involvement and success in the program
 - manages COSBE special event programming for the Executive Roundtable series, COSBE Brewers Outing and COSBE Golf Outing
 - oversees marketing and promotion for the COSBE Roundtable program and COSBE special events
 - Manages and maintains COSBE special event sponsorships, including recruiting and retaining sponsorships and fostering relationships with sponsors
- **Audience Development Coordinator, Milwaukee Business Journal**
December 2010 – December 2015
 - wrote and edited copy for trade ads while also serving as a liaison between client and company
 - maintained the Women of Influence Alumni Club including implementing a marketing strategy, writing copy for marketing materials, communicating with members, putting together welcome kits for new members and planning events
 - put together the creative, wrote copy, and managed the editing, and sending of all mass email marketing for the Milwaukee Business Journal which also includes the management of a 30,000+ database of contacts
 - acted as a liaison between the Milwaukee Business Journal's printing company and the Postal Service to ensure accuracy of printing and delivery with each week's issue
 - compiled the biannual audit for the paper, which included thorough record-keeping and spreadsheet management
- **Media Relations Intern, Milwaukee Art Museum**
June 2009 - June 2010
 - determined target audiences for marketing purposes via Media Source and Constant Contact
 - prepared and compiled press kits for distribution at local and regional PR firms, galleries, and publications
 - worked monthly MAM After Dark Events promoting the Kohl's Color Wheels Program
 - compiled comprehensive PR reports which tracked media, press, and articles about MAM
 - gained beginners proficiency in HTML format using the program SeaMonkey
- **GMR Marketing**
June 2007 - January 2008
 - Worked as a member of the "Street Team" promoting US Cellular at local festivals and events

SKILLS & ABILITIES

- Exceptional interpersonal skills and accomplished in cultivating lasting relationships with clients and colleagues
- Excellent ability to multi-task and prioritize
- Strong and concise writing skills
- Proficient in Microsoft Word, Excel, PowerPoint, Outlook, Exact Target, and Survey Monkey
- Strong organizational skills such as diligent record keeping

LEADERSHIP & VOLUNTEER EXPERIENCE

- Next Door Read with Me Volunteer (November 2015-present)
- Literacy Services of Wisconsin Planning Committee (March 2014-November 2016)
- Sigma Tau Delta - English Honor Society, Secretary (2008-2009)
- Residence Hall Association - Executive Board Member, Publicity Director (2006-2007)

EDUCATION

- **Bachelor's Degree, Cardinal Stritch University** 2005-2009 Milwaukee, Wisconsin
Majors: English, Studio Art

Emphasis: Writing, Editing, and Art History

GPA: 3.65/4.00 – graduated December 2009 with Honors standing

AWARDS RECEIVED

- Patricia Josten English/Writing Scholarship 2008-2009 (Cardinal Stritch)
- Departmental Scholarship (Art) – 2005-2009 (Cardinal Stritch)
- Franciscan Heritage Scholarship – 2005-2009 (Cardinal Stritch)