

# A M | Anna M. VanWaardhuizen

Des Moines, IA | Rock Island, IL  
anna.vanwaardhuizen@drake.edu  
(309)781-8322

## Education

Drake University | Des Moines, IA  
Expected Graduation 2017

B.A. Journalism and Mass Communication

Major: Public relations

Minor: Sociology

Concentration: Leadership

## Skills

Strong verbal and written communication

Proficient in Microsoft Office, WordPress

Basic understanding of HTML and CSS

Working knowledge in Adobe InDesign,

Illustrator and Photoshop

## Fun Fact

After studying abroad in Belize in Summer 2016, I earned my PADI advanced open water scuba diving certification. Now I can dive anywhere in the world. (As long as I have a dive buddy!)

## Experience

### AARP Iowa

Advocacy and Outreach Intern | Spring 2017

- » Create social media content for Facebook and Twitter
- » Manage Facebook Ads to generate page likes and post engagement
- » Organize Lobby Day 2017 efforts including registration, designing collateral and collecting information on legislators for advocates.
- » Write press releases on organization news

### Des Moines European Heritage Association

Marketing and Event Intern | Spring 2016

- » Curated content for two Facebook accounts, Des Moines European Heritage Association (DMEHA) and Christkindlmarket Des Moines
- » Wrote weekly blog posts on the events, sponsor spotlights and progress on the creation of Des Moines' first ever traditional European-style Christmas market
- » Created and executed a social media plan for DMEHA leading up to Give Local Des Moines. Created a public relations plan for Christkindlmarket Des Moines 2016

### Drake University Agricultural Law Center

Student Assistant | September 2015 - January 2017

- » Assisted in coordinating the SOIL 2015 Conference
- » Designed conference program, posters and banner
- » Wrote content for emails, created surveys and organized information on speakers, sponsors and attendees
- » Learned WordPress skills in order to reorganize and update organization website

### Iowa State Fair Blue Ribbon Foundation

Public Relations Intern | Summer 2015

- » Coordinated the Iowan of the Day program for the 2015 Iowa State Fair
- » Solicited applications, created a media kit, communicated with nominators and organized and presented nominations to a committee
- » Work included writing press releases, speeches for daily presentations and weekly blog postings
- » Organized packages and donations for Corndog Kickoff, an annual fundraising event for the Foundation.
  - » Helped achieve a record breaking year in donations, exceeding \$400,000.

## Leadership

### Public Relations Student Society of America, Drake University Chapter

Chapter President | May 2015 - PRESENT

- » Plan and execute weekly meetings about the public relations profession, with an emphasis on real world experience for members
- » Lead executive board in creating an annual schedule for meetings and work division
- » Represent Drake University's PRSSA Chapter on a National Scale, including Leadership Rally and National Conference
  - » Presented with other chapter members on leadership at PRSSA 2016 National Conference