

Michelle Graff

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MARKETING, ADVERTISING & PR EXPERIENCE

The Southern

Business Development & PR Manager

Chicago, IL

February 2010-May 2010

- Managed the strategic implementation of the restaurant's marketing and public relations tactics
- Identified key market segments and developed messages for each segment through the use of social media technologies (Facebook, Twitter, Yelp and Foursquare)
- Monitored local market and restaurant trends to remain current and competitive in the Chicago restaurant segment
- Negotiated 60 new event contracts for the restaurant, resulting in a 15% increase in sales
- Collaborated with the Management team to ensure day-to-day operations were delivering the promise of the brand and the elements of specific marketing programs

The Food Group

Account Coordinator

Chicago, IL

June 2008-February 2010

- Supported advertising and marketing efforts for Kraft Foodservice Hot Beverage brands including Maxwell House, Gevalia, Yuban, Café Collections, General Foods International and Tassimo Professional
- Developed and maintained friendly and professional relationships with Kraft Foodservice clients, focusing on client satisfaction, revenue optimization and account growth
- Provided support in the organization and implementation of trade shows and events for the client
- Researched and proposed unique marketing campaigns for my client's social media efforts on Facebook and Twitter
- Pro-actively recommended ideas and projects for the benefit of client's business
- Managed the six-month process of transferring the Kraft Foodservice Web site to an enhanced capabilities platform
- Wrote monthly nationwide-distributed press releases for Kraft Foodservice clients for new product launches
- Worked closely with production and creative teams to ensure that client jobs were being timely trafficked through the agency system
- Researched and monitored the foodservice and restaurant business to maintain a current knowledge base

Wisconsin Public Television

Assistant Publicist

Madison, WI

July 2007-May 2008

- Wrote weekly statewide distributed news releases for WPT produced program *In Wisconsin*, generating more than 70 story leads
- Supervised the statewide distribution of the traveling Wisconsin Korean War Photo exhibit

- Read, identified and compiled WPT's statewide media coverage using a clipping file
- Assisted in updating statewide media contact lists with Filemaker Pro

Promotions and Design Intern

May 2006-September 2006

- Wrote news releases for several events, including schedule announcements, special programming and upcoming events
- Copy-edited *Airwaves*, a monthly WPT member program guide, using the *Associated Press Stylebook*

National Student Advertising Competition

Madison, WI

Team Member

September 2007-May 2008

- Created an integrated marketing communications campaign for AOL's Instant Messenger
- Identified key consumer insights through research, surveys and focus groups to better understand the industry, competition and the target audience
- Responsible for the formation, execution and analyzation of the target audience survey, with about 800 respondents
- Directed the development of digital, Web and mobile media strategies
- Integrated non-traditional and traditional media to reach youth ages 18-24
- Took a leadership role for the product development team when researching AOL's current products, recommending changes to the company's site and navigation
- Presented results at judged competition in spring 2008, as part of national competition, sponsored by American Advertising Federation

Madison Magazine

Madison, WI

Marketing/Sales/Event Planning Intern

September 2006-April 2007

- Assisted Event Supervisor in booking, planning, organizing and supervising functions for the 2006 Madison Food & Wine Show, attendance of 5,000
- Performed market research on readership demographics and psychographics
- Completed several sales lead lists of potential advertisers
- Developed promotional materials using Adobe InDesign for the 2006 Best of Madison Business Awards

EDUCATION

University of Wisconsin

Madison, WI

Bachelor of Science, Journalism and Mass Communication
(Specialization in Advertising and Public Relations)
Dean's List

May 2008

OTHER RELEVANT EXPERIENCE

- Chicago Cares Volunteer (2009-2010)
- Mu Kappa Tau (2006-2007)
- School of Hope Middle School Tutor (2006)
- *The Daily Cardinal* newspaper Promotions Team Member (2006)
- Public Relations Student Society of America (2005-2006)