

Education

Bachelor of Science Degree Marketing Communications Emphasis in Agriculture, Dairy Science Minor
University of Wisconsin-River Falls (UWRF), Dec 2014

Work Experience

Accelerated Genetics/Select Sires-Communications Coordinator/Communications Specialist-Baraboo, WI Nov. 2015-Present

- Designed promotional items for the Accelerated Genetics brand-line, print and digital
- Managed social media page and website updates
- Developed animal health product labels and promotional materials, print and digital
- Assisted in design and layout of trade shows at both state and international events
- Photographer at cooperative events and trade shows

K-K Rose Design -Freelance Graphic Designer 2010-Present

- Utilized design knowledge with the construction of promotional advertisements in agricultural publications for clients
- Assembled photography sessions specializing in agricultural landscapes, senior and engagement portraits
- Designed farm and event logos
- Photographed local and state dairy cattle events for dairy youth
- Designed promotional materials for agricultural committees, local and state events and non-profit organizations

Mar-Linda-K Holsteins-Johnson Creek, WI 2005-Present

- Maintained calf care by ensuring every calf was fed, watered, and bedded properly for seasonal weather changes
- Responsible for breeding management of Registered Holsteins entailing, heat detection and sire selection
- Established proper milking procedures when caring for the milking herd
- Implemented promotional advertisements of herd in State and National publications
- Marketed family's Registered Holstein herd at State and National dairy cattle shows

Westwynde Communications-Assistant Graphic Designer-Cottage Grove,WI June 2014-Oct-2017

- Resized agricultural advertisements for numerous publications
- Utilized design knowledge with the construction of promotional advertisements in agricultural publications
- Responsible for updates on bookings list with clients to assure fast turn around for advertisements
- Corresponded with clients to receive photographs for advertisements

Golden Oaks Farm-Dairy & Marketing Assistant-Wauconda, IL Nov. 2014-Oct-2015

- Designed advertisements of elite cattle in state and national publications while meeting deadlines
- Managed farm website and Facebook page posting farm updates to the public
- Responsible for scheduling and giving farm tours to the public to educate them about agriculture
- Assisted with cattle registration forms and genomic testing
- Photographed elite cattle at state and national shows and during Holstein classification

Professional Associations

State and National Junior & Senior Holstein & Red & White Association 1994-2012

- Received National Representative Distinguished Junior Member Award & State & National Junior Progressive Breeder Awards
- Attained Jefferson County's Outstanding Holstein Girl, Lyle Wappler Memorial Award & James Crowley Dairy Leadership Award
- Received 1st place half page one color ad in the Wisconsin Holstein News
- Jefferson County Senior Holstein Association - Secretary
- Attained membership of the National Dairy Shrine-Lifetime member

FFA Awards

Johnson Creek FFA Chapter-Johnson Creek, WI 2007-2012

- Received American FFA Degree
- 3rd Runner-Up State Star Farmer Finalist, Star Chapter Farmer, Star Greenhand honors
- Received 4th gold State Proficiency award in Dairy Production Entrepreneurship