

anders erik seefeldt

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skills

WordPress, Adobe Illustrator, SEO, Adobe Photoshop, Final Cut Pro, Final Cut X, Facebook Insights, Keynote
Google Analytics

experience

Magnetic Magazine - Los Angeles, CA (off-site)

Writer

August 2014 - Present

Write music-related articles for our target audience. Create effective meta descriptions and keywords. Discover new music and build relationships with artists and media contacts. Research topics, cover major events, and take event photos.

GMR Marketing - Milwaukee, WI

Account Executive

September 2013 - August 2014

Managed brand ambassadors while organizing and overseeing music and entertainment event-marketing activations. Executed activation strategies including working with creative teams to develop the most effective ways to reach target audiences. Evaluated, tracked and reported key insights in order to better understand consumer behavior. Wrote social media copy as part of the 2013 American Music Awards pre-party.

ICanGiveYouHouse.com - Los Angeles, CA (off-site)

Writer

November 2012 - July 2014

Increased website awareness by communicating directly with artists and agents. Discovered music and wrote numerous short articles weekly while publishing engaging headlines to Facebook and Twitter. Covered special events (including taking photos) and conducted interviews. Coordinated the collaborative development of a feature article.

achievements

Created and pitched a new study abroad program (TheCompassProgram.org) from scratch for the University of Southern Mississippi while working as an assistant art director on a creative team.

Awarded a Digital Arts and Culture Certificate from the University of Wisconsin-Milwaukee for completing classes in video production, film production and graphic design.

Won a national team advertising competition in college for a campaign that included writing, directing, and designing creative content for the American Public Transportation Association.

education

University of Wisconsin-Milwaukee

Bachelor of Arts (cum laude)

Journalism Mass Communication (focus on Advertising, Digital Art and Broadcasting)