

anders seefeldt

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strategic storyteller

experience

10 Missions Media
Marketing Communications Specialist
October 2015 – Present

Lead all aspects of marketing campaigns from concepts to copy. Write and proof strategic ad copy, e-blasts, brochures, social media posts, signage and more for multiple industry-leading brands. Collaborate with graphic designers, web developers and others to ensure messages are consistent and accurate across all platforms.

Magnetic Magazine
Editor-at-large
August 2014 – Present

Write short and long form music articles. Cover emerging artists and music festivals (ex. Pitchfork, Electric Forest), interview artists and take professional photos. As Managing Editor, worked with the president to rebrand the company while managing a team of writers and proofing content.

GMR Marketing
Account Executive
September 2013 – August 2014

Managed marketing campaigns and brand ambassadors for Xbox and Nokia. Led multiple projects simultaneously while working with brand ambassadors to ensure all messaging and product displays accurately reflected the brand. Wrote social media copy as part of the 2013 American Music Awards pre-party.

achievements

Helped increase conference attendance and product sales while leading marketing efforts at 10 Missions Media.

Promoted from Writer to Managing Editor at Magnetic Magazine.

Granted a press pass to Electric Forest three years in a row for writing and photography.

Music articles shared by established artists including Nick Monaco and Atik.

Gained followers through a weekly music chart for Magnetic Magazine.

As an assistant creative director, worked with a team to create a new travel abroad program from scratch.

skills

Adobe Photoshop and Illustrator - Google Analytics - Facebook Ads Manager - Photography - Video Production

education

University of Wisconsin-Milwaukee

Bachelor of Arts (cum laude)
Journalism & Mass Communication (focus on Advertising, Digital Art, and Broadcasting)