

# anders seefeldt

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strategic storyteller

## experience

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*10 Missions Media*  
*Marketing Communications Specialist*  
*October 2015 – Present*

Write copy for websites, print and digital ads, social media, emails and more while leading numerous marketing campaigns from concepts to completion. This also includes proofing all campaign materials and working together with various teams to ensure everything is consistent, accurate, and on brand. Multitask daily.

*Magnetic Magazine*  
*Editor-at-large*  
*August 2014 – Present*

Write short and long form music articles. Cover emerging artists like Minneapolis' own Graveyard Club and music festivals including Pitchfork and Electric Forest. As Managing Editor, wrote social media posts daily and worked with the president on a company rebrand while proofing content and managing a team of writers.

*GMR Marketing*  
*Account Executive*  
*September 2013 – August 2014*

Managed marketing campaigns for Xbox and Nokia. Led multiple projects simultaneously while working with brand ambassadors to ensure all messaging and product displays accurately reflected the brand.

## achievements

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Promoted from Writer to Managing Editor at Magnetic Magazine.

Helped increase conference attendance and product sales through copywriting and marketing at 10 Missions Media.

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

Gained followers through a weekly music chart for Magnetic Magazine.

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

As the Assistant Creative Director, worked with a team to create a new travel abroad program from scratch for USM.

## skills

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

## education

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*University of Wisconsin-Milwaukee*

Bachelor of Arts (cum laude)

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