

## Margaret Scheuerman

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Campus Address: 420 W Gorham St Madison, WI 53707 | Home Address: 3 Priber Ln Savannah, GA

### EDUCATION

**University of Wisconsin- Madison**

**Bachelor of Arts**, May 2026

**Major:** Political Science, Journalism

**Overall GPA:** 3.68

**Madison, WI**

*September 2023 – May 2026*

### COMMUNICATIONS EXPERIENCE

**Bucky PR and PRSSA**

*Member*

**Madison, WI**

*September 2024- Present*

- Created PR campaigns for local Madison organizations to increase their social media presence.
- Worked in crafting Instagram posts and digital content campaigns with a small team over the course of a semester.
- Expanded the visibility of Reach-a-Child Madison, increasing their donations and leaving a positive impact on the Madison community.

**The Daily Cardinal**

*State News Writer*

**Madison, WI**

*September 2023 - October 2024*

- Covered a broad range of state news topics ranging from grassroots organizations to government policy.
- Conducted independent research, interviews and outreach while maintaining contact with a small team of editors.
- Aided the Daily Cardinal team in providing Madison with well-written, well-researched and well-organized news.

**WSUM**

*DJ and Music Journalism Writer*

**Madison, WI**

*February 2024 - Present*

- Hosted a weekly show and wrote occasional album reviews and website posts for WSUM 91.7 FM Madison.
- Learned and demonstrated proper on-air oral communications skills, as well as familiarizing myself with FCC guidelines, learning proper music entertainment terminology and creating a personal brand.
- Helped me in expanding my show to social media, as well as aiding the WSUM.

### CUSTOMER SERVICE EXPERIENCE

**The Olde Pink House**

*Host/Seater*

**Savannah, GA**

*June 2024 – August 2024*

- Worked with a team to help seat and organize a restaurant of over 70 tables while maintaining a luxury environment.
- Independently seated and maintained reservations and waitlists for a famously historic speakeasy, while maintaining constant contact and providing assistance with the larger restaurant upstairs.
- Developed professional communications skills in high-pressure situations and learned how to successfully diffuse customer service issues.

**The Landings Golf and Athletic Club**

*Concierge/Fitness attendant/Lifeguard*

**Savannah, GA**

*May 2023 – August 2023*

- Worked in three separate positions within the same company to create and maintain a comfortable luxury environment.
- Trained with a variety of teams to learn proper club etiquette and communications tactics, all while developing valuable time-management skills and using Microsoft platforms.
- Provided vital assistance to management level employees and a team of over 200 staff members due to my cross-trained capabilities.

### SKILLS/ACCOMPLISHMENTS

**Technical:** WordPress (Intermediate), InDesign (Intermediate), Premiere Pro (Beginner), Audition (Beginner) Excel (Beginner) Python (Beginner), R (Beginner)

**Language:** German (Advanced)

**Accomplishments:** Winner of “Best website Design” for a class of 100+ students (Team of 4)