

Margaret Scheuerman

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Campus Address: 132 N Butler 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

Portfolio Link: Margaretscheuermanportfolio3.com (copy and paste)

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

Essenhaus/Come Back In

Server

Madison, WI

June 2025 – Present

- Developed excellent interpersonal skills
- Independently served tables of 15+ people
- Maintained an organized environment in busy, high-stress situations

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.

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)

