

# Brooke Carmichael

brookecarmichael04@icloud.com | 262-455-8582 | [LinkedIn](#) | [Portfolio](#)

## EDUCATION

### University of Wisconsin-Madison

*Bachelor of Arts in Journalism - Dual Track: Reporting & Strategic Communication*  
*Certificates: Digital Media Analytics & Political Science*

**Madison, WI**

*May 2026*

GPA: 3.9

## EXPERIENCE

### Campus and Visitor Relations

**Madison, WI**

Information Guide Coordinator

*May 2025 - Present*

- Manages a team of 40+ student staff, ensuring adherence to university standards and high-quality service delivery.
- Facilitates the hiring and training process of new staff to ensure smooth onboarding and successful integration.
- Develops and leads training initiatives for 15+ new staff members, achieving a 95% retention rate.
- Attended a conference to learn about the higher education landscape and best practices that enhance engagement.

Information Guide Supervisor

*November 2023 - May 2025*

- Directed campus Information Guides, optimizing visitor engagement, to increase positive customer experiences
- Ensured compliance with university policies and regulations, maintaining a 100% adherence rate across 200+ tours
- Acted as the first point of contact for the Wisconsin Directory Assistance, contributing to a 98% contact accuracy rate
- Provided phone support for multiple phone lines, ensuring smooth communication with a diverse audience
- Regularly audited and revised over 80 internal documents to improve reliability and reducing information errors

### Happenings Magazine

**Kenosha, WI**

Communications Intern

*May 2023 - August 2024*

- Directed the planning and execution of community events with up to 10,000 attendees.
- Author of featured articles for local publications, interviewing key community figures for content development.
- Designed and produced promotional materials across digital and print platforms for a variety of events.
- Delivered high-quality customer service at events, improving customer retention and company image.
- Compiled and managed a targeted contact list of leads for an effective promotional and marketing campaign.

## SPECIFIC EXPERIENCE

### J 345, Principles and Practice of Strategic Communication

**University of Wisconsin-Madison**

*Grape Nuts Client Campaign, Account Director*

*January 2025 - May 2025*

- Created a comprehensive client campaign book with multiple elements and creative solutions for a product revamp
- Delivered multiple professional presentations, including a campaign pitch and final strategy to sell to the client

### J 563, Law of Mass Communication

**University of Wisconsin-Madison**

*Deepfake Technologies in Child Sexual Abuse Materials, Final Project*

*September 2024 - December 2024*

- Developed a comprehensive website to showcase all of the project elements in a creative and interactive space
- Collected and analyzed data, simplifying complex information into engaging, easy-to-understand insights for viewers.

## EXTRA CURRICULARS

**Member** | Association for Women in Communications

**Madison, WI**

*Professional Development Club*

*August 2023 - September 2025*

- Strengthened my understanding of industry best practices by networking with industry leaders and participating in workshops
- Engaged in professional excursions to acquire practical insights and exposure to diverse communication-related professions.

**Chapter Representative** | Kappa Alpha Theta

**Madison, WI**

*Greek Organization*

*September 2022 - September 2025*

- Selected as the sole sorority representative at a campus-wide Greek leadership retreat focused on DEI and organizational growth
- Collaborated with student leaders to develop solutions for improving operations, leading to an increase in member involvement.