

# **Sutton Thomas Rettig**

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## **Summary**

I am a passionate marketer who is motivated by establishing and maintaining exceptional reputations between organizations and the public. I am dedicated to building brand awareness through creating comprehensive marketing strategies.

## ***Employment***

**Imerman Angels, Chicago, IL** 2018  
*Public Relations Intern*

- Wrote weekly press releases and drafted website copy using WordPress outlining integrative health services available throughout the Chicagoland area.
- Contrived social media campaigns for company sponsored events/benefits.

**Quintessential Media Group, Inc., Barrington, IL** 2016-Present  
*Editorial Assistant*

- Wrote comprehensive feature articles for arts & lifestyle magazine.
- Examined target markets while managing page design layouts for upcoming publication.

**Barrington Park District, Barrington, IL** 2013-2019  
*Marketing Assistant/Day Camp Counselor*

- Wrote course descriptions for youth recreation programs and fitness class curriculums
- Developed daily camp curriculums emphasizing physical health & wellness.
- Composed daily activities pertaining to youth engagement.
- Managed concessions at weekly concerts/Park District sanctioned events.

## ***Extracurricular Activities***

**UW-Whitewater Enactus, Whitewater, WI** 2017-2018  
*Communications Advisor*

- Navigated communication between Combat Blindness International and Peek Vision in order to develop social entrepreneurship programs that would benefit underprivileged markets throughout Kenya, Botswana and India.
- Facilitated weekly membership emails pertaining to upcoming meeting agendas.

**UW-Whitewater Public Relations Student Society of America, Whitewater, WI** 2017-2018  
*Student Member*

- Examined public relations and marketing strategies from diverse media agencies.
- Developed fundamental networking skills and content generation techniques.

**UW-Whitewater Royal Purple Staff Writer, Whitewater, WI** 2016-2019  
*Columnist*

- Wrote weekly articles detailing campus and community events for the Arts & Recreation/Biz & Tech sections.
- University Excellence in Writing Nominee (2017)

**UW-Whitewater Student Government, Whitewater, WI** 2016-2017  
*Senator- Drumlin District*

- Scripted and approved referendums pertaining to university policy and student life.

## ***Education***

**University of Wisconsin-Whitewater, Whitewater, WI** 2019  
B.A., Public Relations, Marketing

**Richmond University, Kensington, London** 2018  
American Institute for Foreign Study (Study Abroad)