

Sara J. Griswold

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EDUCATION:

University of Wisconsin – Madison
Bachelor of Science: Life Sciences Communication

Graduation: May 2018
Deans List

WORK EXPERIENCE:

- University Communications**.....November 2016 – Present
Student Communications Specialist
- Write and edit articles for 'The Weekly', an email sent out to all UW – Madison students
- World Dairy Expo**.....October 2016 – October 2016
Media Intern
- Wrote, revised and edited over 20 press releases, captured photos and posted to Snapchat account
- Badgerland Financial**.....May 2016 – August 2016
Marketing Summer Intern
- Organize and execute two social media campaigns #GiveGallons and #CelebratingACentury
 - Utilize programs including InDesign, Photoshop and Premiere Pro to achieve projects for the position
- Bucky's Butchery**.....October 2015 – May 2016
Store Manager and Marketing Intern
Madison, Wisconsin
- Promote store events on Facebook, Instagram and Twitter
 - Manage sales of meat products and improve customer service by providing a positive shopping experience
- Wisconsin Holstein Association**.....May 2015 – August 2015
Public Relations Summer Intern
Baraboo, Wisconsin
- Create content for the Wisconsin Holstein website, monthly e-newsletters, blog, and monthly magazine
 - Plan, organize, and execute the Wisconsin Holstein Futurity Show
- Cozy Lane Farm**.....Lifetime
Livestock Management, Sales, and Social Media (Owner/Operator)
Black Earth, Wisconsin
- Raise, exhibit and sell swine and beef cattle; learned time management and responsibility
 - Created a Facebook page to educate public about agriculture industry and gained communication skills

ON-CAMPUS LEADERSHIP:

- Association of Women in Agriculture**.....2014 – Present
Vice President (2016-2017), Breakfast on the Farm Publicity and Food Chair, Outstanding Freshman
- Create camaraderie between the members and officers
 - Create and send emails with events and activities, twice a week to the 97 members using MailChimp program
- Badger Dairy Club**.....2015 – Present
Catalog Chair for Badger Invitational Sale (2017), Yearbook Officer (2015-2016)
- Gather pictures and pedigrees for 40 animals and compile into a Sale Catalog to distribute to alumni and friends
 - Take pictures at events and create content for the website and social media outlets
- Collegiate Dairy Judging**.....2015 – Present
1st place team, 1st place oral reasons team, and 7th overall individual at Accelerated Genetics Contest (2015)
- Improved public speaking and presentation ability through dairy judging and reasons practices
- Collegiate Farm Bureau**.....2014 – Present
President (2016-2017), Director of Public Relations (2015-2016), Agriculture Day on Campus Committee
- Organize agriculture promotional events across campus and plan trips for the 70 members to attend
 - Update social media and recruited over 30 new members
- National Agriculture Marketing Association**.....2014 – Present
Vice President of Careers (2015-2017), Marketing Team Member (2014-2017), National Champions (2016)
- Participate in creating an agriculture marketing plan for the national marketing competition
 - Plan study tours to businesses for members to learn more about the agriculture industry
- 4-H; Cross Plains, Wisconsin**.....2004-2016
Club Vice President (2010-2012), Club President (2012-2014), Dane County Fair Board Youth Representative (2011-2014)
- Learned communication and leadership skills, and gave back to community through volunteerism

AWARDS AND HONORS:

Wisconsin Agriculture Life Sciences Alumni Association Outstanding Sophomore	2016
Runner up for Outstanding Freshman Award, Bucky's Award Ceremony	2015
Agriculture Future of America Conference	2014 – 2016
Dane County Holstein Queen	2014
Citizenship Washington Focus Trip Delegate – Wisconsin 4-H	2013
Dane County Holstein Princess	2013
Lodi Agriculture Fair's Junior Fairest of the Fair	2013