

Cody Zwiefelhofer

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Current Address

419 E. 3rd St. – Apt. 4
Winona, MN 55987

Permanent Address

6868 189th Street East
Chippewa Falls, WI 54729

Job Objective:

To join a progressive and innovative team in the printing, web development and/or marketing fields.

Education:

University of Minnesota, Twin-Cities

Graduated December 23, 2009

I received a B.A. in professional journalism and minored in philosophy at the School of Journalism and Mass Communication.

Chippewa Falls Senior High School

Graduated June 2, 2006

Work Experience:

W&C Printing, Inc., Winona, MN

January 2010-present

Cross-Media Marketing Specialist

- Created, designed and implemented online and direct mail marketing campaigns for internal sales efforts.
- Managed Personalized URL (pURL) workflow and designed online webpages to work with marketing campaigns.
- Managed, designed and maintained both customer and internal Web-to-Print stores, putting together dynamic pages.
- Developed internal workflows and created print-ready files for implementation onto Web-to-print stores.
- Reference: Dan Trainor III, President. (507) 452-2658.

University Printing Services, Minneapolis, MN

September 2006-December 2009

Student Office Assistant

- Operate Xerox and Docutech copy machines, utilizing both electronic files and hard copies.
- Helped customers design and create files electronically for optimal printing quality and efficiency.
- Operated computerized billing systems to charge University departments.
- Worked with customers to create and implement printing/binding strategies that are cheaper and more efficient.
- Reference: Stuart Raymond, Copy Center Manager. (612) 625-1092.

Fox Sports North, Minneapolis, MN

January 2009-August 2009

Communications/Public Relations Intern

- Created and maintained an online presence for the company through social networking websites.
- Helped create and implement marketing solutions to strengthen the company's image.
- Design, create, and build a "Hockey Day Minnesota" themed website for commercial use.
- Wrote stories for the internal newsletter and prepared and posted them to all relevant media.
- Reference: Becky Ross, Communications Manager. (612) 486-9520.

Minnesota Daily, Minneapolis, MN

October 2008-December 2008

Staff Reporter

- Call, write, quote, and report factual news stories for the student newspaper.
- Worked the "health beat" of the third largest medical research consortium in the United States.
- Talked with medical professionals to take studies and turn them into factual news stories.
- Met strict deadlines consistently and excelled in attention to detail and reporting.
- Reference: Michael Rose, City Desk Editor. (651) 707-7788.

Relevant Proficiencies:

- Adobe Creative Suite applications: Photoshop, Dreamweaver, Fireworks, InDesign, Acrobat
- Microsoft Office applications: Word, Excel, PowerPoint, Publisher, etc.
- EasyPurl.com and MindFireInc Certified Personalized URL expert; Certified Printable Inc. Web-to-Print Manager
- Exceptional people skills, quick learner, highly motivated