

Leah M. Krause

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EDUCATION

Bachelor of Science in Communication Studies, Minor: Marketing Communications

University of Wisconsin-River Falls (UWRF) • December 2014

Dean's List, fall 2013 & spring 2014

SALES AND MARKETING EXPERIENCE

Sales Consultant Small Business Sales

February 2015 - Present

Deluxe Corporation- Shoreview, MN

- Use a consultative approach to identify needs and wants of small business customers
- Educate customer on new opportunities of their small business needs
- Achieve monthly sales goals by using different sales and call quality skills
- Communicate with customers about marketing trends we offer at Deluxe to help with their small business
- Strong multi-tasking ability when consulting with customers

Promotion Event Staff, Marketing and Promotions

May 2014 - Present

Hubbard Broadcasting- KS95, St. Paul, MN

- Collaborate with team to support the marketing department by attending various community events
- Communicate with station listeners and the public in a professional manner
- Provide a high level of customer service while at events and working with the public
- Photograph interactions of station listeners with on-air talent

Marketing Communications Lead, Student Affairs

August 2013 - December 2014

University of Wisconsin-River Falls, River Falls, WI

- Communicated with thirteen departments to develop article topics and content to increase retention
- Compiled articles for the undergraduate student newsletter and distributed to 5000+ students weekly using Campaign Monitor
- Wrote copy for articles to relate to students and proofread and edited the weekly undergraduate newsletter
- Designed a new template and style for the newsletter using Adobe Illustrator
- Created and managed social media strategies, schedules, and analytics for department Twitter and Facebook
- Processed internal photography requests and assigned projects to the photography intern
- Effectively communicated with all team members to ensure all tasks were completed on time in high quality

TECHNOLOGY

Adobe Creative Suite: Illustrator, InDesign, Bridge, Acrobat

Microsoft Office: Word, PowerPoint, OneNote, Excel

Social Media: Facebook, Twitter, LinkedIn, Instagram, Pinterest, Flickr

Web Content Management: Common Spot 6.0 (PaperThin)

LEADERSHIP AND INVOLVEMENT

Toastmasters International

- Deluxe Corporation

March 2015 - Present

Phi Mu Sorority

- **VP of Membership**
- **Community Service and Philanthropy Member**

January 2014 - Present

September 2012 - Present

Feed My Starving Children, Philanthropy event yearly

Study Abroad - Explore Italy

January 2015

Volunteer, UW-System Board of Regents

April 2014