

# MICHAEL ZWEIFEL

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Bachelor of Journalism degree (BJ), emphasis in Advertising; University of Missouri; May 1999



High Proficiency



General Proficiency



Technology Used Professionally

## CliftonStrengths:

Strategic  
Deliberative  
Analytical  
Ideation  
Responsibility

## WORK HISTORY

### **Strategic Communications Associate I, College of Engineering, March 2020 – present**

- Designed print and digital student recruitment materials
- Collaborated with College of Engineering staff to develop Spring 2021 Commencement pre-ceremony video
- Developed Facebook photo album template and images for the graduating class of 2020
- Served as backup social media manager and web editor
- Created PowerPoint presentations and print materials for recruitment office
- Designed digital and printed building signage
- Wrote, edited and published news articles covering faculty research, student success, student organizations and alumni achievements

### **Media Producer II, MU Student Affairs, Feb. 2011 – Feb. 2020**

- Created signs, advertisements and other marketing pieces for multiple entities within the UM System, including all four campus bookstores
- Designed university brand-compliant communication materials for Student Affairs departments in a deadline-driven environment
- Improved email open rates for division entities
- Used project management software to update status of assigned tasks

### **Information Specialist, MU Graduate School, June 2008 – Feb. 2011**

- Wrote articles featuring graduate students' complex research and how that research benefited the state of Missouri and its citizens
- Took event photographs and edited photos for print and web
- Designed and distributed fliers to area public and private elementary schools to promote annual Adventures in Graduate Education event

### **Digital Creative Director, Columbia Missourian, July 2005 – Aug. 2007**

- Created advertisements for Missourian digital and print publications
- Supported advertising team creating spec sheets for sales representatives and served as a back-up designer for the department

## PROFESSIONAL DEVELOPMENT

- Completed introductory Google Analytics® course
- Attended webinars to learn email best practices and latest trends
- Participated in training sessions to learn how to be a better writer

## CAMPUS ENGAGEMENT

- Member, Mizzou Alumni Association
- Member, MU Committee on Committees, Sept. 2017 – Aug. 2020
- Communications Chair, MU Staff Advisory Council, Sept. 2012 – Sept. 2013