

Rose Hunskor

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EDUCATION

Northwestern University, Evanston, IL

Double Major: B.A. in Communication Studies; B.A. in Psychology; Integrated Marketing Certificate

Expected May 2026

GPA: 3.98

Activities and Societies: Dean's List, Delta Gamma Sorority (Vice President of PR), Co-Founder of SAGE: Survivor Advocacy Through Greek Engagement

Seattle Academy of Arts and Sciences, Seattle, WA

Graduated 2022, GPA: 4.0

EXPERIENCE

Great Wolf Lodge Resorts

Chicago, IL

Corporate Communications and PR Intern

June 2024 – Aug 2024

Based out of Great Wolf Lodge's corporate headquarters in Chicago, IL. Shaped and delivered messages that reflected and strengthened the GWL brand while taking a lead role in pitching and responding to print, broadcast, and online media.

- Corporate communications: created a comprehensive press kit featured on the corporate website offering a centralized source of information to highlight and position the GWL brand in an easily accessible way.
- Event management: assisted on site with the execution of numerous PR events including a large-scale, week-long grand opening media campaign which included assisting with live broadcasts, liaising with external agencies, communicating with local and national news outlets including Good Morning America, writing press alerts, and assisting with celebrity talent.
- Content creation: developed press materials, press releases, media advisories, and wrote articles summarizing all PR events for internal website.
- Research: prepared media coverage highlights for leadership reports and completed a competitive PR audit of Great Wolf's competitors for company's annual planning session.

Ozmo

Remote

Marketing Intern

April 2023 – April 2024

Responsible for drafting internal company messaging across various channels, generating social media content, conducting industry and market research, and assisting Ozmo's lead generation processes while upholding the unique traits of Ozmo's brand.

- Internal communication: wrote and published biweekly company newsletter, The Ozmonaut, as well as a new hire newsletter.
- Social media management: created, scheduled, and published content across multiple online platforms while managing, analyzing, and presenting insights from engagement and performance data.
- Content creation: wrote and edited external content including blogs and customer case studies.
- Market research: produced internal reports on companies, industries, and trending topics to better position Ozmo within the technology and telecom landscape.

Downtown Seattle Association

Seattle, WA

Communications Intern

June 2022 – September 2022

- Organized, implemented, and promoted four weekly "Summer Sounds Concerts" for twelve weeks.
- Wrote content for news releases and media alerts and managed weekly promotional emails.
- Managed all on-site details to accommodate and organize bands, sponsors, and partners.

LEADERSHIP

Northwestern University, SHAPE Peer Educator

Evanston, IL

Outreach Chair, Peer Advisor

November 2022 – current

Sexual Health and Assault Peer Educators (SHAPE) are trained by Northwestern's Title IX Coordinator and NU affiliated doctors, counselors, and other experts in the field of mental and reproductive healthcare. SHAPE members provide peer-lead presentations and workshops to Northwestern students on healthy relationships, consent, and more. Outreach Chair is responsible for increasing membership through social media campaigns, community engagement events, and partnerships with other student organizations.