

education

Marquette University, Milwaukee

Majors: Advertising & Spanish, *Spring 2011*

Cumulative GPA: 3.889 (*senior standing*)

Honors: Kappa Tau Alpha (*top 10 percent of class*)

Tim Gorichanaz

<http://timgorichanaz.com>

3514 N. 92nd St
Milwaukee, WI 53222

tim.gorichanaz@gmail.com
262-573-6175

experience

Digital Communication Strategist, Laughlin Constable, *Oct. 2009 – Feb. 2010*

- Planned strategy and branding and created content for Laughlin's social media channels
- Researched media trends for new business proposals and client projects
- Devised competitive Web analyses and SWOT analyses for companies in various industries
- Compiled Web statistics reports using Google Analytics, including insights for laymen
- *Learned to focus on the Quality Quota instead of the Quantity Quota*

Communications Vice President, Interfraternity Council (IFC), *Dec. 2008 – Dec. 2009*

- Unified 15 Greek chapters with new Greek Life logo and updated mission statement
- Created an e-mail distribution list and weekly newsletter to improve communication among Greeks
- Took advantage of Facebook and traditional publicity to lead IFC to the highest number of new members in years
- *Learned to facilitate meetings, in order to make them more time-effective*

Webmaster, Sigma Chi Fraternity, *Aug. 2008 – Present*

- Redesigned the fraternity's Web site, creating an aesthetic layout and intuitive navigation
- Moved the Web site to a blog platform to take advantage of Web 2.0 consolidation capabilities
- Wrote clear, concise copy for many of the Web site's sections
- *Learned to solicit quality content from swamped contributors*

New Member Educator, Sigma Chi Fraternity, *April 2009 – Dec. 2009*

- Devised and taught an 8-week course, including lessons, quizzes and evaluation
- Revolutionized new member education by focusing on internalization, rather than rote memorization
- Facilitated group discussion in weekly new member meetings
- Managed problems that arose within the chapter throughout the 8-week period
- *Learned what it's like to be a mom—and see your kids grow up*

diversity

After studying art history, he just had to go to **Europe**. He sold his car and went.

He learned how to survive on his own in a foreign place—and how to budget his cash.

Summer 2007 — London, Paris, Nice, Milan, Venice, Florence, Siena, Rome

Immersed himself in a new culture while living with a family for six weeks in **Mexico City**.

He studied Mexico's social history—in Spanish—and saw its effects firsthand, outside the classroom.

Summer 2008 — Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Ciudad de México

While backpacking throughout **South America**, he lived among extreme wealth and extreme poverty.

The experience left him enriched, with a great appreciation for his own life and assets.

Summer 2009 — Lima, Buenos Aires, Montevideo, Porto Alegre, Rio de Janeiro, São Paulo, Bogotá, Medellín

competencies

Writing — Trained in journalism and advertising copywriting—visit <http://timgorichanaz.com/writing> for samples

Painting — Decorates, communicates and commemorates—in color; paints on commission and for leisure

Photography — Collects souls and memories at <http://flickr.com/c2k>; has shot senior portraits and events; Adobe whizz

Web Design — Trained as a designer; familiar with current Web standards, HTML, CSS and basic PHP