

education

Marquette University, Milwaukee
Majors: Advertising & Spanish, *Spring 2011*
Cumulative GPA: 3.903

Tim Gorichanaz
<http://timgorichanaz.com>

3514 N. 92nd St
Milwaukee, WI 53222
tim.gorichanaz@gmail.com
262-573-6175

experience

Digital Project Manager, Laughlin Constable, *May 2011 – Present*

- Envisioned complex project arcs and managed timelines, budgets and teams
- Juggled multiple projects and urgent deadlines with suavity
- Assisted with usability testing, UX focus groups and devising content strategies
- Compiled holistic analytics reports, including insights for laymen and “so what” takeaways
- *Remembered how much easier everything becomes when you kick off your shoes and smile*

Digital Communications Intern, Laughlin Constable, *Oct. 2009 – May 2011*

- 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*

Webmaster, Sigma Chi Fraternity, *Aug. 2008 – May 2011*

- 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*

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*

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

- Devised and taught an 8-week course, including lessons, quizzes, weekly discussions and evaluation
- Revolutionized new member education by focusing on internalization, rather than rote memorization
- *Learned what it’s like to be a mom—and see your kids grow up*

diversity

While studying in **Poland**, he learned a new language, conquered zillions of awkward situations and wrote a novel.
Spring 2010 – Warsaw

While backpacking throughout **South America**, he lived among extreme wealth and extreme poverty.
Summer 2009 – Lima, Buenos Aires, Montevideo, Porto Alegre, Rio de Janeiro, São Paulo, Bogotá, Medellín

After studying art history in high school, he just had to go to **Europe**. He sold his car and went.
Summer 2007 – London, Paris, Nice, Milan, Venice, Florence, Siena, Rome

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 portraits and events; Adobe whizz

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