

# Gretchen E. Wulff

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## EDUCATION:

- University of Florida, Gainesville, FL  
Masters of Science in Agricultural Communications Expected 2014  
California Polytechnic State University, San Luis Obispo, CA  
Bachelor of Science in Agricultural Science, Concentration in Animal Science  
Minor in Agricultural Communications, Minor in Studio Art Spring 2012

## RELATED EXPERIENCE:

### College of Agriculture and Life Science, UF

- Graduate Assistant and Editor of *CALS Connection* biannual alumni magazine
- Responsible for finding, writing, and editing content.
- Conceptualized and designed *teaser mailing* utilizing multiple Adobe Creative Suit 5 programs.

### Gold Coast Meats, Templeton CA

- Conceptualized logo for company utilizing Adobe Illustrator in order to formulate for various web and print formats.
- Designed company pamphlet with Adobe InDesign and produced utilizing various printing methods.
- Customized company website utilizing Adobe Photoshop and Dreamweaver.

### KCPR (Cal Poly Radio Station)

- Anchor/reporter
- Responsible for finding and writing content, and delivering weekly newscast.

### Ag Circle Magazine, Cal Poly

- Theorized and implemented advertising and income opportunities.

### Know a California Farmer.Com

- Produced educational and promotional video using Flip Camera and iMovie.

### Cal Poly Open House

- Designed and formatted promotional poster for the College of Agriculture, Food, and Environmental Sciences to be displayed at Cal Poly's Open House.

### I Love Farmers They Feed My Soul

- Campaign Volunteer
- Promoted non-profit organization at the Tulare Farm Show.

## WORK EXPERIENCE:

### Minor's Ace Hardware, San Luis Obispo, CA

- Sales Associate* March 2010- June 2012
- Answer 20-50 calls per day using excellent customer service.
  - Process customer purchases through Point of Sale computer program.
  - Maintaining storefront.

### California Polytechnic State University, San Luis Obispo

- Sheep Unit Assistant Manager* June 2010- May 2011
- Maintained flock health
  - Planned grazing rotation, and upheld records.
  - Responsible for inventory and equipment.

## SKILLS:

- Microsoft Office (Word, Excel, Power Point, Publisher)
- Adobe Creative Suit 5 (Photoshop, Illustrator, InDesign, Dreamweaver)
- Marketing and advertising experience.
- Blend of technical, conceptual, and human relations skills.
- Adaptable to communicating with several types of people and personalities.