

# Rose Hunskor

rosehunskor2026@u.northwestern.edu • www.linkedin.com/in/rose-hunskor

## EDUCATION

Northwestern University, Evanston, IL  
B.A. in Communication; Double Major in Communication Studies & Psychology  
Integrated Marketing Certificate

Expected May 2026  
GPA: 3.98

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## EXPERIENCE

### Women's National Basketball Association (WNBA)

Communications Intern

New York, NY

June 2025 – Aug 2025

Supported communications strategy for major WNBA tentpole events and expanded league visibility across both traditional and digital platforms.

- Event communications: planned and executed media logistics for the WNBA All-Star game and Commissioner's Cup, coordinating coverage opportunities and managing on-site media relations.
- Public relations: crafted and distributed multiple press releases detailing the WNBA All-Star game, league social impact efforts, and player award announcements. Conducted targeted media pitches to secure coverage across sports, lifestyle, and entertainment outlets. Coordinated media outreach initiatives amplifying player stories for Year 1, a WNBA docuseries.
- Speech writing: drafted speeches and talking points for league executives for public appearances and media engagements.
- Media monitoring: compiled and distributed media coverage recaps to internal stakeholders, tracked press mentions and analyzed coverage trends across outlets.

### Great Wolf Lodge Resorts

Corporate Communications and PR Intern

Chicago, IL

June 2024 – Aug 2024

Shaped and delivered messages that reflected and strengthened the Great Wolf Lodge brand while pitching and responding to print, broadcast, and online media.

- Corporate communications: created a comprehensive press kit to better highlight and position the Great Wolf Lodge brand. Developed press releases and media advisories summarizing all PR events.
- Event management: assisted with onsite execution of PR events, including a large-scale, week-long grand opening media campaign. Responsible for assisting with live broadcasts, liaising with external agencies, and communicating with local and national news outlets, including Good Morning America. Wrote press alerts and assisted with celebrity talent coordination.
- Research: prepared media highlights for leadership reports and completed a detailed PR audit of relevant competitors.

### Ozmo

Marketing Intern

Remote

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.

- Corporate communications: wrote weekly company newsletter, external blogs, and customer case studies. Created, scheduled, and published content across multiple online platforms while managing, analyzing, and presenting performance data.
- Research: produced internal reports on companies, industries, and trending topics to better position Ozmo in the marketplace.

### Downtown Seattle Association

Communications Intern

Seattle, WA

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 all on-site event details for bands, sponsors, and partners.
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## LEADERSHIP AND INVOLVEMENT

Dean's List 2022-current, Recipient of the Department of Communication Studies 2025 Departmental Excellence Award, Co-Founder of Northwestern SAGE: Survivor Advocacy Through Greek Engagement.

### Northwestern University, Peer Educator: SHAPE (Sexual Health and Assault Peer Education)

Outreach Chair, Peer Advisor

Evanston, IL

November 2022 – current

Trained by NU's Title IX Coordinator and affiliated doctors and counselors in mental/reproductive healthcare. Led campus-wide presentations and workshops. As Outreach Chair, responsible for social media, community engagement events, and partnerships.

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## SKILLS

Microsoft Office suite, Muck Rack, HubSpot, Search Engine Optimization (SEO), Canva, Adobe Photoshop, Google Suite, Google Analytics, Buffer, WordPress, Jira, TVEyes, Cision, Bitly, Mailchimp, Feedly