

Thalen D. Zimmerman

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EDUCATION:

Bemidji State University, Bemidji, MN

Bachelor of Science - Mass Communication, Spring 2021

EXPERIENCE:

Acting Foreman/Marketing Associate

Carr's Tree Service, Ottertail, MN

June 2023 - Present

- Identity tree hazards and disease
- Effectively communicate utility company contracts with clients.
- Assess utility line clearance and determine tree trims and removal
- Converse with crew foreman for job planning
- Assist in delegating duties to crew members

Reporter/Content Manager

Forum Communications- Echo Press, Alexandria, MN

June 2021 - May 2023

- Develop own ideas into relevant news content that incorporates multimedia aspects: video, audio and photography
- Gather and verify information through interviews, observations and research.
- Write stories according to AP style for multiple platforms.
- Build rapport and stays attuned to local, regional and state issues.
- Update website and social media accounts with informative and engaging content
- lead weekly production meeting
- Write SEO keywords to improve online discovery.
- Use Google Analytics to improve audience reach and engagement
- Explain thought provoking and complex topics through engaging stories for a wide general audience

Manager/Server

Green Mill, Bemidji, MN

August 2017- May 2021

- Provided excellent customer service while multi-tasking
- Adapted to fast-paced environments
- Oversaw employees to ensure compliance with company policies, regulations, and food safety.
- Train and delegate tasks for employees
- Handled customer complaints.

Certified Nurses Assistant

Mayo Clinic Health Systems Lake City, MN

Nov 2016 - Aug 2017

- Preserved patient dignity and minimize discomfort while providing cares
- Accurately chart the cases of each resident with honesty
- Measure vital signs like blood pressure and temperature
- Listen to patients regarding any health concerns they might have and report details to a Registered Nurse or Doctor

Hard Skills:

- Microsoft Office
- Adobe Creative Suite
- SEO writing
- Video Editing
- Photography
- Photoshop
- Media Design
- Writing
- AP style
- Interviewing
- Website design
- WordPress
- WIX website builder
- Google Analytics

Soft Skills:

- Achiever
- Communication
- Creativity
- Adaptability
- Critical Thinking
- Empathetic
- Detail oriented
- Enthusiastic
- Observant
- Negotiating
- Delegation

Awards:

- Best Use of Multimedia,
- Best Use of Video,
- Second Place for Human Interest Story
- Third Place in the Columnist category

Awards achieved through Minnesota Newspaper Association's Better Newspaper Contest

References:

- Andrew Lynch, Lead Pastor for Water's Edge Church in Henning, MN. 559-974-2372
- Erika Ciminski, General Manager for Four Points by Sheraton in Minneapolis, (218)760-6294
- Al Edenloff, Editor for Alexandria Echo Press Newspaper, (320)815-08354