

JOE P. HASLER

**WRITER / EDITOR
& CONTENT-MAKER**

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2445 Aldrich Ave S.
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¹ My wife founded Flotsam+Fork in 2013. I pack orders and send emails.

² "WCA" is the Wisconsin Chiropractic Association, where I also improved my posture, became proficient in InDesign and Wordpress (and paid off my student loans).

³ To view samples of my work, visit joephasler.com

⁴ Accepted pitch: the architect tasked with bomb-proofing the Brooklyn Bridge; rejected: Drake

⁵ In addition to battling out-of-state mining interests, I organized tours of cheese plants, ran the Senator's twitter and answered the telephone.

MARKETING

FLOTSAM+FORK

(current)

Lead consumer engagement efforts—planning/executing MailChimp campaigns and Instagram posts—to grow audience and increase site traffic for online retailer of imported home & kitchen products.¹

WCA EVENTS

OCT. 2013 to SEPT. 2016 | MADISON, WIS.

Designed and produced all content, print and digital, for healthcare trade association. Such as: bi-monthly professional journal, social channels, email newsletters. Conceived unique event branding and effectively delivered promotional materials for six trade shows.²

JOURNALISM³

FREELANCE

(current)

Searching for compelling trends, primarily telling business/retail stories for Ozy.com. Other employers: Vice and Mental Floss.

POPULAR MECHANICS

AUG. 2008 to AUG. 2011 | NYC

Did it all during on-and-off tenure as "Special Projects Assistant" at PM. Wrote for both print and online—assignments ranging from quick-hit listicles for the web to major magazine features. Regularly assisted editorial colleagues with research support and art design guidance.

ESQUIRE

SUMMER 2010 | NYC

Led research efforts and identified exceptional candidates for the annual "Best & Brightest" issue.⁴

STRATEGIC COMMS.

WISCONSIN STATE SENATE

AUG. 2011 to SEPT. 2013 | MADISON, WIS.

Enjoyed an eventful stint serving the constituents of Wisconsin's 17th Senate District during a tumultuous moment in the state's politics.⁵

EDUCATION

UNIVERSITY OF WISCONSIN

SEPT. 2003 to MAY 2007 | MADISON, WIS.

Bachelor of Arts, Journalism & Mass Communication

the *Daily Cardinal*, reporter, feature writer, columnist and editor

interned at: Wisconsin *State Journal*; Reedsburg *Independent*