

**Eva Elise (Augustin) Rumpf**  
**evar@milwpc.com**

**WRITING, REPORTING**

Free-lance Journalist/Author 1974-present

Wrote and published feature articles and essays for local, regional and national publications (magazines, trade journals, newspapers).

Co-authored book, *Till Divorce Do Us Part: A Practical Guide for Women in Troubled Marriages* (Glenbridge Publishing, 1996).

Published novel, *PROT U* (Booklocker.com, 2004).

Reporter, General Assignment 1976-80  
*The Milwaukee Journal*, Milwaukee, Wisconsin

Reported for major daily newspaper, covering meetings and events, conducting interviews, writing news and feature articles.

**TEACHING**

University of Wisconsin-Milwaukee, School of Continuing Education 2004-present

*Ad hoc Instructor*  
Developed and taught writing workshops.

University of Wisconsin, School of the Arts at Rhinelander 1990-94; 2003

*Summer session faculty*  
Developed and taught feature, newsletter, opinion and publicity writing courses.

Alverno College, Milwaukee, Wisconsin Fall 2000

*Instructor, Integrated Communication Seminar*

College of Communication, Department of Journalism 1995-2000  
Texas Christian University, Fort Worth, Texas

*Director of Student Publications; Journalism Instructor*  
Developed and taught courses in reporting, opinion writing and feature writing; advised student publications staff (daily newspaper and magazine); supervised business manager and production manager.

College of Communication, Department of Journalism  
Marquette University, Milwaukee, Wisconsin

*Adjunct Assistant Professor; Student Media Adviser* 1993-1995  
Developed and taught news writing and reporting courses; advised student publications staff (newspaper, magazine, yearbook); directed journalism student internship program.

*Instructor in Journalism* 1977-80; 1990-93  
Taught reporting, news writing and persuasive writing.

Ottawa University of Milwaukee, Brookfield, Wisconsin Fall 1993

*Adjunct Faculty*  
Developed and taught public relations course.

## **PUBLIC RELATIONS, MARKETING, COMMUNICATIONS**

Consultant in Marketing and Public Relations 1990-1993

Developed and implemented customized marketing plans, public relations strategies and media projects for business and professional clients; developed, wrote and edited corporate communication tools, including newsletters, brochures, news releases, training manuals and trade journal articles; developed and conducted market research.

Vice President, Marketing and Communications; Director of Communications  
Family Service America, Milwaukee, Wisconsin 1987-90

Planned and implemented communications and marketing program for international association of 290 family service agencies; advised senior management on public relations and marketing issues and strategies; developed and managed national visibility campaign and public information services; worked with national print and broadcast media; managed communications department and provided liaison and direction to contracted public relations agency; supervised editor of Publications Services, which published scholarly journal and book manuscripts; conducted workshops and training sessions.

Staff Assistant to Mayor Henry W. Maier; Director of Communication  
Mayor's Office, Milwaukee, Wisconsin 1983-87

Researched, wrote and edited speeches for mayor; prepared research reports and recommendations for policy formation and project implementation; made public and media appearances, delivered speeches and served on boards and committees as mayor's representative; served as mayor's spokesperson; fielded inquiries from national and local media; set up news conferences and interviews; prepared news releases and briefing material.

Director of Public Relations; Director of Advertising and Marketing  
De Paul Hospital, Milwaukee, Wisconsin 1981-83

Managed public relations department and supervised staff and volunteers for addiction treatment hospital; conducted and evaluated public relations audit for all divisions of corporation; developed and implemented marketing plans; served on executive council and advised senior management on public relations and marketing needs; wrote, edited and coordinated production of all corporate publications; coordinated media relations; wrote and placed print and broadcast ads and public service announcements; planned and implemented corporate identity program and graphic identification standards.

Publications Editor 1980-81  
Curative Rehabilitation Center, Wauwatosa, Wisconsin

Wrote, edited and coordinated production of newsletters, brochures and promotional and educational material; planned media coverage and wrote news releases; coordinated special events and information/referral services.

## **EDUCATION**

MA Journalism, Marquette University, Milwaukee, Wisconsin  
BA English, *summa cum laude*, Elmhurst College, Elmhurst, Illinois