

# TODD MUESKE

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## CAREER SUMMARY

**College Writing Teacher • Instructional Designer • Communication Specialist • Marketing Specialist • Technical Writer • Copy Writer**

- **An organized, meticulous, highly resourceful college writing teacher** with over ten years of experience leading, mentoring, and inspiring a diverse range of 2,000+ students, balancing competing educational priorities, learning various LMS platforms, and adapting to rapid institutional change.
- **A self-starting, proactive communicator with three years of remote work experience and nine years of hybrid work experience** who successfully wrote, designed, and managed dozens of online classrooms, collaborated with colleagues on course design and content, and completed all projects independently and on time with little or no direction.
- **A motivated, unflappable problem solver whose convincing marketing materials and research played a vital role in growing enrollment by 62%** in one year in the UWRF English, TESOL, and Modern Languages Department, and who, in the process, learned how to use InDesign, Illustrator, Publisher, Printshop, WIX, Canva, Power Point, Excel, Canvas, D2L, and Skype on his own.

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## SKILLS

Written and Verbal Communications | Marketing Communications | Editing and Proofreading | Problem Solving | Content Strategy | Client Management | Team Collaboration | Adobe CC | SMM | Microsoft Office | Content Creation | Storytelling | Presentation Skills/Public Speaking | Customer Service | CMS | HTML

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## PROFESSIONAL EXPERIENCE

**University of Wisconsin-River Falls**, River Falls, WI

**2013 – Present**

**Lecturer of Composition and Literature / Instructional Designer**

Engaged and inspired 2000+ students while teaching 80+ sections of composition and literature over a decade.

- **Devoted 4,000+ hours to meticulously planning and writing 12+ innovative in-person and online courses.** This included consulting 10+ SMEs, learning to simplify complex rhetorical concepts, developing 1,200+ pages of course content, quickly mastering multiple LMSs, and learning how to create audio-visual content.
- **Monitored the reported on the performance of around 100 students each semester,** analyzing their potential for success in the class and intervening when necessary.
- **Adapted quickly and successfully to rapid institutional change,** exemplified best by a sudden switch from in-person to online learning during the pandemic which provided 3 years of extensive remote work experience as well as IT troubleshooting skills.
- **Communicated clear, articulate, insightful feedback** to students and colleagues, reading and critiquing 500+ papers each semester, 10,000+ over the course of my career.
- **Developed and delivered a 1,000+ engaging presentations** that aided in student learning.
- **Prioritized tasks, remained organized, and met tight deadlines** 20 semesters in a row.

**Marketing and Communications Specialist**

Developed a marketing plan for the UWRF English Department while researching, writing, and designing multimedia promotional content that **grew enrollment by 62% in one year.**

- **Worked with 6+ SMEs** to identify programs goals and audience values and, with that information, wrote and designed 10+ social media infographics, 8+ flyers, and the content for 2 webpages.
- **Wrote and crafted engaging stories** of 12+ current students and alumni (after interviews).
- **Researched BLS employment data** on 50+ career paths, converting complex ROI data into a simplified visual report that successfully convinced students (and their parents) to major in English.
- **Learned how to use** InDesign, Illustrator, Canva, WIX, and Publisher on my own.

**Mueske Family Orchard**, Saint Charles, MN

2013 – 2021

**Manager, Orchard Educator, Communication and Marketing Specialist**

Promoted the business's story and products through exhaustively researched and meticulously written marketing copy while developing a marketing plan and managing an orchard of approximately 2000 trees.

- **Managed an orchard budget of \$30,000+** and expenditures and maintained cost controls.
- **Researched and wrote** 100+ high quality labels, signs, brochures, and other promotional and educational literature, while managing the orchard's website.
- **Worked with 3+ SMEs** to write and design 10+ easy-to-use orcharding guides.
- **Helped expand the orchard's market base to 20+ locations** in the upper Midwest.
- **Hired, managed, and trained a seasonal workforce of 6+ employees** responsible for harvesting 100+ tons of fruit and fulfilling 10,000+ orders.
- **Promoted the business during 100+ in-person events** such as farmer's markets and co-op demonstrations, interacting with and educating the public.

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## EDUCATION

**M.A. in Creative Nonfiction Writing** • Colorado State University, Fort Collins, CO • Summa Cum Laude

**B.S. in English Creative Writing** • University of Wisconsin, River Falls, WI • Summa Cum Laude

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## PERSONAL INTERESTS

- Teaching; document design; watercolor painting and pen/ink rendering; Chinese economics, social issues, politics, and history; heirloom fruit varieties and orcharding; carpentry; long-distance cycling.