

## EDUCATION

**UNIVERSITY OF WISCONSIN-MADISON - MADISON, WI**

**COMPLETED 05/2023**

**BACHELOR OF SCIENCE - 3.64 GPA**

Life Sciences Communication

**CERTIFICATES**

Digital Cinema Production, Game Design

## WORK EXPERIENCE

**DIGITAL MEDIA STUDENT LEAD - MARKETING & COMM.**

**06/2021 TO 05/2023**

**UW-MADISON RECREATION & WELLBEING (REC WELL) - MADISON, WI**

Provided guidance/feedback on student workflow and projects. Delivered high-quality and compelling photo and video content for Rec Well's social media platforms, website, email newsletters, and blog posts to tell their story in a creative and highly visual way.

- Coordinated video and photo shoots with students and campus departments.
- Developed and produced various video series about Rec Well offerings and programs.

**DIGITAL SUCCESS INTERN**

**06/2021 TO 08/2021**

**DISCOVER MEDIAWORKS - MADISON, WI**

Created content for this strategic communications and media production company.

- Edited social media videos and content for all 3 proprietary brands.
- Worked on set as a Production Assistant.
- Organized and managed distribution channels.

**PRODUCTION ASSISTANT**

**08/2022**

**ROGUE FITNESS AT CROSS-FIT GAMES - MADISON, WI**

Five-day freelance job assisting Rogue Fitness videographers throughout the duration of the 2022 Cross fit Games.

- Helped with camera set up and positioning.
- Collected and organized image cards throughout event for all videographers.

## ADDITIONAL EXPERIENCE

**SOFTWARE PROFICIENCIES - ADOBE APPLICATIONS**

Premiere Pro, Lightroom, After Effects, InDesign, Illustrator, Dreamweaver, XD, Photoshop.

**ADVANCED MOTION PICTURE WORKSHOP**

**SPRING 2022**

As part of this seven-credit capstone class, produced a short film from script to screen. Worked as Assistant Camera and Colorist, developing shots, operating the camera, and collaborating on the overall look of the film.

**MARKETING AND COMMUNICATIONS CREATIVE ALL-STAR**

**SPRING 2022**

Award given by Rec Well to a student employee who is creative, takes initiative, and works hard to produce high quality work while expanding on and pushing the bounds of the Rec Well brand guidelines.

**RELATED COURSE WORK**

- Documentary Photography
- Print & Electronic Media Design
- Editing & Post-Production for Video & Film
- Cinematography & Sound Recording
- Case Studies in the Communication of Science and Technology
- Web Design for the Sciences

**FENCING CLUB OF THE UNIVERSITY OF WISCONSIN - MADISON**

**09/2019 TO 05/2023**

President, Tournament & Event Coordinator, Squad Captain - Foil Team last two years.

- Lead marketing efforts for the club: created style guide for brand consistency, manage social media posts, designed flyers for print and web, designed and coded club website.
- Organized and hosted 3 Fencing tournaments - two Duals meets and a Regional Championship; contacting refs and teams, acquiring space, setting schedules, etc.