

## CAREER SUMMARY

*An imaginative and versatile creative professional with 10 years of progressive experience. Strong background in audio/video production, copywriting, graphic design, social media and technology. Resourceful and efficient, with strong attention to detail and a knack for problem solving. Consistently demonstrates a passion for learning.*

## PROFESSIONAL EXPERIENCE

### **WOODWARD RADIO GROUP**, Appleton, Wisconsin **2005 - 2013**

*An employee-owned communications company, with a radio broadcasting division encompassing six stations in Northeast Wisconsin and four stations in Iowa. A division of Woodward Communications, Inc. - Dubuque, Iowa.*

#### Copywriter

Reporting to the Creative Services Coordinator. Responsible for creating effective, award-winning local radio advertising campaigns, including copywriting and full-service audio production of more than 700 ads annually. Also responsible for ad trafficking on Internet radio streams, archiving production assets and studio recording sessions with clients.

- Earned 10 Wisconsin Broadcasters Association awards for copywriting and production. (2005 - 2012)
- Spearheaded long-term production asset archiving, which provided sales department with extensive and flexible library of past productions to aid in acquiring new business from former clients.
- Designed and developed a customized online project management system, which streamlined radio ad production and provided asset archiving and real-time project status to all departments, significantly improving transparency and efficiency.
- Modernized existing department project forms and developed new user-friendly forms, which streamlined processing of work requests for newly created Interactive Department.
- Implemented complex workflow solutions that bridged two offices, including setting up file synchronization methods, automating script delivery to talent and training other members of the department on new communications tools such as interoffice web chat.
- Launched company's first satellite production studio in Green Bay, which resulted in increased client production bookings and higher-quality remote broadcasts. Researched and priced equipment, assisted in technical setup and established interoffice booking calendar.
- Assumed parallel role as Multimedia / Interactive Specialist from 2006 through 2013, successfully balancing core duties with additional responsibilities that showcased versatile talents.
  - Served as resource for graphic design, web design, social media, web analytics and technology consulting.
  - Highly involved in content marketing for stations, including web video production, podcasting and blogging.
- Selected to serve on Emerging Technology committee; consulted on hardware and software solutions for ongoing initiatives.
- Achieved multiple Employee of the Month and Employee of the Week awards.

### **WIWB-TV**, Green Bay, Wisconsin **2004**

*The local affiliate of a mid-market station group. Parent company: ACME Communications, Inc. - Santa Ana, California.*

#### Master Control Operator

Reporting to the Chief Engineer. Responsible for day-to-day technical operations of station, including preparing satellite programming feeds for broadcast, loading local and national commercials, completing FCC reports and monitoring the broadcast automation system.

- Devised operator checklist that streamlined efficiency of daily duties.

**UNIVERSITY OF WISCONSIN - FOX VALLEY**, Menasha, Wisconsin

**2003 - 2004**

*The Northeast Wisconsin branch of the University of Wisconsin's two-year campus system.*

Media Lab Assistant / Workshop Instructor

Reporting to the Director of IT. Responsible for providing one-on-one assistance to students with multimedia projects utilizing the campus' multimedia lab, including audio/video production, audio recording, Adobe Photoshop, digital photography and Microsoft Office. Presents regular workshops on topics of multimedia and e-learning platforms as well as basic computer and Internet usage.

- Implemented the "Wired For Success" program which, in direct cooperation with faculty, improved freshman classroom readiness through mandatory workshop participation in basic campus PC/web usage, including e-mail, Desire2Learn, Microsoft Office and other topics.
- Developed an on-campus marketing plan to publicize workshop programming, including graphic design of electronic bulletin board advertisements and fliers, as well as promotions online and in the campus newspaper.
- Created an information-rich website for the Media Lab, including lab information, workshop schedules and tutorials which supported continuous learning.
- Developed marketing materials and presented workshops that increased check-outs of media hardware, including digital cameras, video cameras and recording equipment.

**EDUCATION**

**B.A. - Radio/TV/Film**, University of Wisconsin - Oshkosh, Oshkosh, Wisconsin  
 Minor - English with a Creative Writing Emphasis

**2001 - 2004**

**University of Wisconsin - Fox Valley**, Menasha, Wisconsin

**1998 - 2001**

**ADDITIONAL ACCOMPLISHMENTS**

- Serves on Marketing Committee for the University of Wisconsin - Fox Valley.
- Creates and markets artistic landscape, object and portrait photography.
- Provides video production for businesses, schools, churches and civic groups.
- Develops Wisconsin photography community and location directory.
- Produces video tutorials on multimedia production topics.
- Writes blogs and consults on high-quality, low-cost content marketing for small businesses.
- Created and co-hosted a weekly entertainment and pop culture podcast.

**TECHNICAL SKILLS**

**Software:**

Microsoft Office	Microsoft Windows	Mac OS X	Adobe Photoshop	Adobe Illustrator
Adobe InDesign	Adobe Audition	Adobe Lightroom	Adobe Premiere Pro	Sony Sound Forge
Sony Vegas Pro	Sony DVD Architect			

**Web Skills:**

HTML	CSS	Google Analytics	Google Apps
Content Management Systems (WordPress, Drupal, Joomla)			

**Social Media Skills:**

Twitter	Facebook	LinkedIn	Google Plus	YouTube
Pinterest	Foursquare	Instagram	Flickr	Hootsuite
Blogging	Podcasting			