

Alison Denne

Media Arts Professional

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SUMMARY

I am a media arts professional with a passion for storytelling and an interest in learning more about this world. I am dedicated to detail, taking initiative in a fast-paced environment, and finding the best creative result that will impact an audience. It is my goal to always be learning and sharing knowledge with others and to spend each day innovating and creating.

EDUCATION

JAMES MADISON UNIVERSITY, Harrisonburg, VA

Bachelor of Science: Media Arts and Design

Minor: Music Industry

Graduated: May, 2019

CENTRAL VIRGINIA COMMUNITY COLLEGE, Lynchburg, VA

Associates in Arts and Sciences: General Studies

Early College Program

Graduated: May, 2016

EXPERIENCE

GRAPHIC DESIGN ARTIST/ PRINTER OPERATIONS- FOSTEK, BEDFORD, VA 2019-PRESENT

Creating/updating logos and custom graphic art and operating a Canon Arizona Océ printer for large scale printing operations from less than 1" to larger than 20'.

- Sole designer of logos, graphics, and designs to be printed and distributed in mass quantity for clients
- In charge of operating the printer, which included cleaning, appropriately formatting and sending files, and printer maintenance
- Printed and distributed high quality product to customers
- Used software such as Adobe Creative Suite, Onyx Thrive, Microsoft Office, and Océ Software.

SOCIAL MEDIA MANAGER FOR THE JMU PEP BAND- JAMES MADISON UNIVERSITY, VA 2018-2019

Developing and maintaining social media pages on multiple platforms such as Facebook, Twitter, Snapchat, and Instagram, creating and posting content.

- Created social media campaigns on behalf of the university music department leadership
- Photographed, edited, and posted photos on a regular schedule
- Responsible for increasing the social media engagement rate before and during the season
- Strategized appropriate content per site to reach maximum interaction

MEDIA PRODUCTION INTERN- AT WHSV-TV, HARRISONBURG, VA - 2018

Learning about the various jobs at a TV station by working in the different departments, as well as learning the in-depth detail that goes into a newscast.

- Worked with multiple departments such as the Technical Media Producers, Newscasters, Producers, Reporters, and Social Media Managers to develop an understanding of how a television station gathers its information and relays it to the public multiple times a day.
- Exposed to programs such as Avid and Overdrive Rundown Client Program

SKILLS

- Proficient in Adobe Creative Suite programs such as:
 - InDesign
 - Illustrator
 - Photoshop
 - Premiere Pro
 - Lightroom
- Ability to collaborate with groups or work independently to innovate and produce solutions to increasingly complex problems
- Skilled in Apple programs including:
 - Final Cut Pro
 - iMovie
 - LogicPro
- Experienced in Office 365 apps, for example:
 - Word
 - Excel
 - PowerPoint
- Adept in multitasking, working in fast-paced, team environments, and adding value wherever I am needed

SKILLS

(Cont.)

- Experienced in creating live social media posts containing videos, images, graphics, text, and live-streaming on multiple platforms such as Facebook, Twitter, Instagram, Youtube, and Snapchat
- Adept at troubleshooting and multitasking as well as organization
- Ability to meet project deadlines while producing high quality product
- Newsroom and television station experience during internship and school
- Familiar with wordpress, social media metrics and analytic tools
- Strong verbal and written skills
- Dedication to detail
- Hands-on experience with various media producing equipment and software

PROJECTS

- Directed a student film that premiered at SMADFest, a student organized film festival
- Designed a website according to client specifications for Focused Beam
- Currently volunteering at Bedrock Community Church as a graphic designer
- Photographed and edited pictures for students and organizations/events on campus
- Designed a logo and sign for a local Bedford doctors office
- Wedding videographer
- Created a call to action campaign for a local Harrisonburg cat shelter to increase awareness and donation inflow
- Worked with ProTools to create a multitrack recording of a popular song
- Budgeted and planned a commercial for a local Harrisonburg food co-op
- Continuously photographing and updating my professional photography social media pages

United States Citizen

References Available Upon Request