

# BENJAMIN MADISON

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## EDUCATION

### University of Wisconsin, Madison

Bachelor of Arts, May 2018

Majors: Journalism, Communication Arts, Digital Media Certificate

GPA and Dean's List: 3.8/4.0, Dean's List 6 semesters

## DIGITAL MEDIA EXPERIENCE

### Brightstar Care, *Digital Content Specialist Intern*, Gurnee, IL, May 2017-August 2017

- Assisted in leading the creation of multimedia content to raise brand awareness and increase consumer engagement
- Managed multiple projects concurrently and met deliverable deadlines
- Collaborated with internal and external resources to update existing content
- Coordinated with other marketing member team members and external partners

### UW-Madison Office of Admissions, *Communications Intern*, Madison, WI, September 2016-May 2017

- Updated office website and assisted in the redesign to better communicate to potential students
- Created office Facebook account to post upcoming events and information
- Grew Facebook account to over 5,000 followers and received office award for Best Intern

### Humorology, *Social Media Director*, Madison, WI, September 2016-May 2017

- Promoted annual performance and competition through Facebook, Twitter feeds
- Increased social media following by 25% and raised \$5,000 for a charitable organization
- Wrote bi-weekly blog highlighting the progress of the performers and human interest stories

### Introduction to Digital Media Production, *BM Website*, Madison, WI, January 2015-May 2015

- Developed and created personal website utilizing HTML and CSS showcasing class assignments
- Incorporated podcast into website to create a 3 minute audio story on winter in Madison

## BROADCAST AND TECHNICAL EXPERIENCE

### WSUM, *Broadcast Manager*, Madison, WI, September 2017-Present

- Broadcast weekly radio show emphasizing the local music scene in Madison, WI
- Work closely with the technical manager to ensure that the technical equipment is arranged for live band sessions

### Othello, *Technical Producer*, Madison, WI, January 2016-March 2016

- Video recorded and edited the production of Othello, the school play
- Responsible for the upkeep and maintenance of the video cameras, lighting and sound equipment

## SKILLS

Language: Spanish (Proficient)

Computer: Adobe Premiere, InDesign, WordPress, iMovie, Dreamweaver, Adobe Photoshop, Illustrator, Final Cut Pro, HTML and CSS, Da Vinci Resolve

# Casey Smith

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## Education

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### University of Wisconsin - Madison

May 2018

Bachelor of Science in Communications—Radio, TV, Film emphasis  
GPA 3.5/4.0

Activities: Powers Knapp Scholar, Undergraduate Research Scholars Program

### University of California - Los Angeles

June-August 2014, 2015

Coursework: Film and Television Development, Acting for Film, Vocal Techniques

Activities: Culture and Language Exchange Program

## Production and Operations Experience

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### Talk Producer Intern

Madison, WI

#### Wisconsin Public Radio (WPR)

August 2017-Present

- Collaborate with talk host and keep current on issues of importance to develop call-in topics
- Serve as on-air producer and call screener for live talk programs
- Locate, pre-interview and schedule appropriate guests for call-in programming
- Create program notes for WPR website and update social media sites daily
- Write features for WPR website daily following AP style guidelines

### Management and Executive Intern

Los Angeles, CA

#### Doc Gold Productions

May 2017-August 2017

- Managed the President's weekly calendar of assignments according to a three-month timeline
- Researched bloggers and entertainment industry contacts who align with the company's mission statement
- Contributed feedback on video blogs on a weekly basis

### Talk and Online Content Intern

Madison, WI

#### Wisconsin Public Radio (WPR)

September 2016-May 2017

February 2016-May 2016

- Produced live talk show interviews as assigned including topic research and preparing materials for host
- Screened callers who would like to add to the on air conversation during *The Larry Meiller Show*
- Wrote and edited content for WPR's website as well as for social media

### Talk Show Host/Disc Jockey Intern

Los Angeles, CA

#### UCLA Student Radio

May 2016-August 2016

- Hosted and produced radio talk show and radio music show
- Edited on-air promos to be used for the radio website
- Corresponded with academic professionals to schedule on-air interviews via email and telephone
- Developed and wrote scripts with cohosts for both music show and talk show

## Leadership and Teamwork Experience

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### Podcast Technical Director

Madison, WI

#### Jonk Music

September 2015-May 2016

- Edited final audio track for Jonk Music Blog Podcast using Adobe Audition
- Trained hosts and guests to use studio equipment and adjusted their performances during the show
- Collaborated with video production manager to develop goals for podcast and video projects

### Vice-President

Madison, WI

#### ABC Organization

September 2014-May 2015

- Planned volunteer events, workshops and meeting agenda for school year with executive board
- Attended national conference in Atlanta, Georgia in 2015
- Awarded 1<sup>st</sup> place in the National Quiz Bowl at 2015 National Conference

## Skills

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Microsoft Suite: Word, Excel, Outlook, PowerPoint; Adobe Audition and Premiere Pro CS6

# Rebecca Badger

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555-555-5555

## **Education**

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University of Wisconsin-Madison  
Bachelor of Arts, May 2018  
Major: Communication Arts (Radio, TV, Film)  
GPA: 3.5/4.0

## **Production and Media Experience**

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Chicago Production Company, Chicago, IL

Production Assistant

May-August 2017

- Assisted the production team in editing video for various clients
- Analyzed footage and developed into a well-structured feature
- Developed technical proficiency in video camera operations and digital editing platforms

Introduction to Media Production, UW-Madison

Video Producer

January-May 2017

- Wrote, developed and produced script for short film for a class project
- Used Sony NX5U video camera to shoot a documentary on a Department of Communication Arts faculty member

NBC TV, Madison, WI

Production Intern

May-August 2016

- Edited footage for evening news program on a daily basis
- Produced short story on recycling in Madison, WI to show effects of recent legislation

Hollywood Badgers, Madison, WI

Member

September 2016-Present

- Created short film that was selected as a finalist for the Wisconsin Film Festival
- Attended bi-weekly meetings and learned about the career paths of those in the film industry

## **Communication Experience**

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Office of Human Resources, UW-Madison

Communications Intern

September 2015-June 2016

- Provided support in the managing, updating, and producing content for the office website
- Assisted in the promotion of various services and programs available to staff and faculty

Windward Communications, Chicago, IL

Intern

May-August 2015

- Generated promotional materials for clients, developed website content, wrote press releases and managed social media outlets
- Helped coordinate and run events for clients such as summits and galas

## **Skills**

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Languages: Spanish (Native)

Computer: Adobe Premiere, Final Cut Pro, iMovie, Soundslides

# Madison Jones

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## SUMMARY OF QUALIFICATIONS

Well-organized • Detail-oriented • Excellent communication skills • Customer service oriented • Innovative  
Creative • Self-motivated • Organized • Highly enthusiastic • Dedicated • Personable

## EDUCATION

University of Wisconsin-Madison

May 2019

Bachelor of Arts

Major: Communication Arts (Rhetoric and Communication Science)

## EVENT PLANNING EXPERIENCE

**Long Island Convention Center**, *Event Planner*

May-August 2017

Roslyn, NY

- Planned the logistics of the “End of Summer Event”, which had 10,000 participants, the largest gathering in 10 years
- Promoted the event via social media throughout Long Island to increase visibility
- Commended for being detail oriented and organizing the volunteers to help with event

**WI Union Directorate Publications Committee**, *Lit Fest Coordinator*

May 2016-May 2017

Madison, WI

- Chaired a committee of student volunteers in organizing a week-long literary festival with a budget of \$30,000, attended by 2,000 participants
- Oversaw an integrated marketing campaign effort to promote awareness of this first-annual event, including press releases, social media marketing, and sponsor partnerships

## COMMUNICATION AND LEADERSHIP EXPERIENCE

**Association of Women in Communication**, *Communications Chair*

September 2016-May 2017

Madison, WI

- Developed a communication plan for the year to promote upcoming events and meetings
- Coordinated with other student organizations to collaborate on events to increase participation
- Wrote bi-weekly newsletter that was sent to all members providing job and internship postings, a blog regarding trends in the communication field, and to provide networking tips

**Office of Human Resources, UW-Madison**, *Communications Intern*

January-May 2016

Madison, WI

- Provided support in the managing, updating, and producing content for the office website
- Assisted in the promotion of various services and programs available to staff and faculty utilizing social media and increased participate in staff trainings

**Alpha Phi Sorority**, *Fundraising Assistant*

January-May 2016

Madison, WI

- Participated in fundraising events for childhood diabetes calling various organizations for support
- Led the sorority in increasing fundraising by 25% over the previous year

## SKILLS

Excel, Outlook, Access, InDesign