

BENJAMIN MADISON

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EDUCATION

University of Wisconsin, Madison

Bachelor of Arts, May 20xx

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 20xx-August 20xx

- 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 20xx-May 20xx

- 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 20xx-May 20xx

- 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 20xx-May 20xx

- 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 20xx-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 20xx-March 20xx

- 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