

An ATS could associate the length of experience you have with a skill with how long you held a position in which you leveraged that skill. For instance, in the **Experience** section, if you state under a job you held for three years that you were responsible for QA, the ATS could interpret this as you possessing three years' worth of QA experience. If a skill is listed on its own within the **Career Summary** or a **Core Skills** section, the ATS will assign six months' experience with that skill. This is another reason to reiterate your skills throughout your entire resume, rather than just the skills section.

❑ **Avoid images, icons, and fancy bullet points.** While these may look stylish, resumes with embedded images and icons either get completely omitted from your application or confuse the ATS. A chart or graph that represents your skills or measurable results sounds like a great idea, but your information will likely be ignored or unhelpfully jumbled with other information. This caveat includes bullet points that list your qualifications and highlights. If you choose an elaborate symbol (like a diamond or a chevron, for instance) for your bullets, your important selling points could get muddled. Stick to simple options, such as a dot, to ensure your bullet points speak coherently with an ATS. (You can still use a refined aesthetic to craft a resume yet abandon the use of images, icons and decorative bullets. It is not an insignificant graphic design challenge, but it is possible.)

❑ **Use a clean design with a clearly defined hierarchy.** When it comes to your resume design, think like a minimalist. Complex and unusual formats not only run the risk of confusing applicant tracking systems but can also annoy recruiters accustomed to quickly scanning a resume for specific information they expect to find in particular areas. (See **Get Yourself Where You Want to Go** for tips on formatting resumes and cover letters.) Use color sparingly, sticking with black and one other color.

❑ **Create an ATS-friendly resume format.** Use a resume format that includes a professional summary section at the top of the document to outline your key skills and qualifications in a few sentences and is followed by a work history or job experience section that lists your jobs in chronological order, a skills inventory/core competencies section, and an education section. The last three sections are interchangeable, according to your preference. (You may want to list your education at the bottom if your experience trumps your education level and vice versa.) You can also include the following sections, according to your preference: a career highlights section that list three to five key achievements, a technical skills section, a credentials/certifications section, a trainings section, and an affiliations section.

To keep your resume ATS-friendly, avoid a functional resume format in which the focus is placed on your abilities, rather than a chronological work history. Most robots do a better job at reading and interpreting a hybrid format because they rely on chronological data to parse your resume.

❑ **Test your resume for ATS compliance.** Once you have finished your resume, use a job scan tool like JobScan.co to generate an instant report that advises you on how many times to use certain terms and phrases. The report also provides tips on your overall language choices and indicates how well you match the position based on your education level and experience.

Another option is to copy the content from your resume and paste it into a plain-text document and review the results. If the plain-text version is missing details from your original resume, has characters saved incorrectly, or looks disorganized (i.e., the heading for your "Education" section appears in the middle of your work experience), then assume your resume will require editing before it will be ATS compliant.

## ***Resume Samples Package Your Experience with a Smart New Look***

While it may seem like a superficial concern, the actual look of your resume actually matters. Both human beings and ATS systems will scan your resume and expect the information to be easily accessible to the naked eye. I have included a few examples to peruse to fit specific scenarios you might be facing.

While there is a different design for each example, any of these designs could be applied to any situation. See which designs appeal to you and organize your resume to suit your field and personal preferences. All of these designs were completed in Adobe InDesign but can be recreated in Microsoft Word. I have included font selections in case you would like to attempt to emulate any of these resume samples.

### ***Creative and Mission-Driven Person Pivoting from Entrepreneur to Employee (Jane Meyers)***

On page 166 you will find an example of a resume of a business owner making a case for her ability to contribute as an employees. (Header Fonts: Myriad Pro Semibold; Body Font: Myriad Pro Regular)

### ***Creative Person with Both Freelance and Formal Employment Experience (Julie Martens)***

Page 168 includes an example of a resume of a graphic designer who completed impressive freelance projects and also logged hours in a full-time graphic design position with a globally recognized sports apparel brand. (Header Fonts: DIN Condensed; Body Font: Avenir Next Condensed Medium)

### ***Mission-Driven Person Seeking New Position (Jordan Kline)***

Check out page 170 review a resume of an individual looking to advance into a government affairs position with more responsibility and growth potential. (Header Font: Avenir Next Bold; Body Font: Avenir Book)

### ***Mission-Driven Person Making a Pivot (Ryan Goodell)***

On page 171 see how a teacher organizes their resume to prepare for a pivot into a technology project management position. This resume was based on a design by graphic designer Ross Goodman. (Header Font: Libre Baskerville Bold; Body Font: Libre Baskerville Regular)

### ***Creative Person Seeking New Position (Casey Mills)***

On page 172 you will find an example of a resume of an up-and-coming film producer ready to move up into a senior producer role for a larger production studio. This example is notable, too since it is a one-column format, which some believe is a style more conversant with applicant scanning systems. (Header Font: Boston Bold; Body Font: Boston Regular)

## ***Creative Person Making a Pivot (Marie Sullivan)***

The resume sampe on page 173 showcases a career history for a writing and editing professional with a strong academic, news writing and literary foundation building a case for a career in content management. This CV also reflects a career history in which a professional has worked for multiple employers simultaneously -- often a requirement as a creative or mission-driven individual builds their reputations and gains experience. (Header Font: Gotham Medium; Body Font: Gotham Book and Medium)

# JANE A. MEYERS

16+ Years of Event Management Experience

📞 503-555-2312

@ jane.a.meyer@janeameyer.com

💻 linkedin.com/in/jane-a-meyers

📍 Portland, OR

## CAREER SUMMARY

Results-driven, highly versatile events manager experienced in the fields of wellness, travel, and retreat design with proven expertise in business management, marketing and entrepreneurship. Able to juggle multiple responsibilities in high-pressure environments with ever-shifting priorities. Possess the ability to connect authentically with people and lead teams of individuals with diverse skill sets and varying levels of experience. Can lead long-term projects with unpredictable factors in international and domestic settings. Excel at delivering unparalleled customer service experiences and customizing wellness and travel services to specific preferences and needs. Can collaborate and strategize with diverse stakeholders and attend to details.

## SKILLS INVENTORY

Event Planning

Social Media Marketing

Online Advertising

Email Marketing

Google Adwords

Teamwork

Project Management

## EDUCATION

Bachelors of Science | Business Administration  
University of Wisconsin-Madison Madison, WI 2013

## HIGHLIGHTS

🏆 Started destination wedding and event planning business at age 29, traveling around the United States and Europe to plan and manage diverse events, retreats and weddings. Planned hundreds of events under tight deadlines and budgets ranging from \$20,000 to \$200,000.

💻 Created a social media presence with a Facebook page with 23,000 likes; 3,000 Twitter followers; a YouTube channel with 1500 subscribers and 22,000 views per month; and a blog with 6,000 article page views per month.

🏆 Raised more than \$12,000 for breast cancer research with teams I created and led for the Portland Breast Cancer Society Walk in 2019.

## VOLUNTEERING

Event Association of Portland (EAP)

**Board Chair**

Portland, OR 2014 - Present

Provide assistance orchestrating all events for Event Association of Portland. The EAP PDX mission is to help nurture, develop and connect event professionals in the Portland area.

Portland Breast Cancer Society

**Board Treasurer/Walk Team Lead**

Portland, OR 2019 - Present

Served on the Board and managed several teams, raising more than \$12,000 for the ride. Managed public funds, prepared monthly financial documents and collaborated with CPA to assist with quarterly tax filings.

## Event Manager

### **Anticipation Events Madison, WI 2013 - Present**

*Anticipation Events is a full-service event business that I founded that planned and executed hundreds of events for business, nonprofit and personal settings.*

### **Website Development + Redesign**

Directed outside developers and designers during three site content redesigns and traffic and client conversion enhancements.

### **Website Traffic + Sales Conversion**

- Focused on page and blog content to boost search engine metrics.
- Pioneered use of longest, most extensive descriptions in our industry to boost SEO with keywords and demonstrate that our company staff were experts in our field.
- Included detailed information helped us avoid duplicate content, ultimately causing a rise in our sales conversion rate.
- Provided detailed information assist in the planning of highly customized events to increase sales conversions and retention.

### **E-Commerce Merchandising + Marketing**

- Merchandised services clear product offerings, reducing time on navigation pages and ultimately moving people closer to sales conversion.
- Generated more than \$32 million in sales revenue from 2013 to 2020.

### **Website, Social Media + Blog**

#### **Subscription Marketing**

- Created SEO-friendly, sharable and engaging content and links through social media and blogs.
- Produced superior product page content using YouTube videos to drive conversion and SEO.

### **Cross-Channel, Life Cycle, Email Segmentation + Drip Campaign Marketing**

Devised and executed cross-channel initiatives encompassing segmented emails, life cycle and drip campaigns.

### **Google Analytics + Adwords**

Managed \$100,000 worth of Google Adwords, Bing and Facebook accounts ad spend, generating sales that grew from \$250,000 in 2013 to \$6 million in 2020.

### **Digital Marketing + Content Management**

Used Youtube to create entertaining, engaging content.

### **Graphic Design**

Proficient with Photoshop since 2002, refining aesthetic sensibilities over time and exhibiting strong graphic styles.

### **Search Engine Marketing + Strategy | SEO Keyword Strategy, Planning + Implementation**

Produced online event planning guides and informational videos about various types of events targeted at specific types of target clients.

### **Social Media Strategy + Implementation**

- Primarily disseminated content with Facebook, gaining 23,000+ followers.
- Tailored strategy to client habits, shifting to Instagram as it emerged as a better platform for visually oriented services.

### **Event Management**

Planned and executed highly customized events in locations throughout the United States in Europe, including destination weddings and professional retreats, conferences and fundraising galas, among other highly complex events.

### **Customer Relationship Management**

Identified our best customers with our CRM, creating VIP mailings to target them, often with personalized, hand-written thank-you cards.

### **Graphic User Interface Design**

Systematically tried different button colors, finding that orange was a more effective accent color to draw viewership than green, which receded.

### **UX/UI and A-B Website Testing**

- Used A-B testing, brand, region and gender metrics for over 40,000 email subscribers.
- Tested location of social media buttons, following a theory that encouraging clicking share links would increase inbound links. Through refinement and trial and error, increased conversion rate by 25% over the course of two months.

# PASSIONS

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**Biking**



**Documentary Films**



**Hiking + Outdoor Adventures**



**Web Design / Search Engine Optimization**

## >> EXPERIENCE

### JANE MARTENS DESIGN PORTLAND, OR 05/09 – Present

Art Director : Designer : Owner

- Create visuals and print and digital marketing collateral that support companies with strong brand identities determined to connect people, solve problems, and raise awareness about challenging issues.
- Consult on strategy, design and implementation of campaigns to support short- and long-range marketing, social media and branding initiatives.
- Clients include: Adidas, Under Armour, DKNY, Mountain Hardwear, Green Clean, Pike's Market, The North Face, New Balance, Picadilly Teahouse, + several other local and global companies:

#### KEY CLIENTS:

##### THE CLAUSEN PROJECT SEATTLE, WA 03/12 – Present

- Create print and web collateral designed to garner financial support for and public awareness of programs by reinforcing brand recognition of specific initiatives and the overall Clausen Project mission.
- Work with 12 teams, both at the Seattle HQ and field offices, internationally.
- Collaborate with cross-functional team members (copywriters, program directors and managers) to create infographics, long and short reports, slide decks, social media icons, merchandise graphics (t-shirts, hats and mugs), country posters, + graphics for field offices.

##### PIKE'S MARKET SEATTLE, WA 11/11 – Present

- Design a wide range of digital and print materials for main seasonal events to foster community and inclusivity, promote successful events, and preserve and celebrate an icon public space that attracts 10 million people per year.
- Strategize with Director of Marketing, vendors and printers to design large stage and pole banners, A-frames, web banners, invitations, VIP passes, TV and video graphics, custom maps, infographics, + brochures.

##### GREEN CLEAN PORTLAND, OR 10/10 – 12/17

- Exponentially increased sales of household cleaning products under three product lines by updating corporate identity and creating eye-catching packaging of global brand before being bought out by Butler in 2016.
- Art directed photo shoots of products and food for ads and packaging.
- Collaborated with marketing managers to re-brand and freshen up design of trade show visuals, packaging, all-over prints for hard goods, print ads, web graphics, + point-of-sale displays.

##### THE STANDARD PORTLAND, OR 10/10 – Present

- Reinforce brand recognition and core values by creating dynamic graphics for web and trade show graphics.
- Design trade show visuals, graphics for website landing pages, social media icons + digital deliverables.

##### ADIDAS PORTLAND, OR 05/14 – 10/15 {ADIDAS BAGS & ADIDAS SOCKS}

- Sized, placed and colored all-over prints and logos on bags, including all bags for 2016 Rio Summer Olympics + Serena Williams' US Open 2016.
- Designed seasonal sock graphics + specialized designs for basketball icons (LeBron James, Kevin Durant + Kobe Bryant).

##### ADIDAS PORTLAND, OR 10/12 – 02/13 {REVOLUTION}

- Created infographics, presentation decks (Powerpoint + Keynote) and posters.
- Collaborated with Art Director to design the Revolution Brand Book.
- Devised technical apparel graphics tailored to specific body dimensions.

## CAREER SUMMARY

Highly organized, versatile, self-directed graphic designer and illustrator with extensive experience creating compelling visuals that awaken the senses and promote cohesive, memorable brand identity. Adept at collaborating on dynamic teams of diverse professionals and exhibiting leadership and reliability to complete projects on tight deadlines with ever-shifting priorities. Possess a wide-ranging print and digital design portfolio with proven results promoting brands, raising public awareness and leaving a positive lasting impression. Have built a reputation contributing talents to strong brand identities that tell stories, connect people and communicate positive, solution-based messages.

## >> CONTACT

EMAIL [jane.martens@janemartens.com](mailto:jane.martens@janemartens.com)

PHONE + 503.866.6672

URL [www.janemartensdesign.com](http://www.janemartensdesign.com)

## >> CORE SKILLS

Graphic Design

- Print + Digital Graphics
- Trade Show + Outdoor Visuals
- Apparel Graphics
- Logos | Branding + Identity
- Website Graphics
- Social Media Icons
- Apparel + Merchandise Design
- Point-of-Sale + Retail Graphics

Project Management

File Preparation | Pre-Print Production  
Brand Identity Management + Strategy  
Marketing Campaign Management  
Cross-Functional Team Collaboration + Leadership

Market Trends Research

Leadership Skills

Illustrative Design

- Drawing + Sketching
- Painting (Watercolor + Acrylics)
- Hand Drawn Type + Doodles
- Watercolor Backgrounds

Fundraising + Development

Public Speaking

Vendor/Client Relationship Management

Process Improvement



## >> EXPERIENCE (Cont'd)

**NIKE BEAVERTON, OR 02/99 – 05/09**

**Senior Graphic Designer : Women's Training + Global Promo Services**

- Led department of eight designers in fast-paced department that offered creative design to all Nike groups for their promotional apparel needs, for one-day and long-term events like the Olympics and the US Open.
- Created retail and promo Nike graphics, conceptual designs, all-over prints and sport-inspired graphics for apparel, footwear, bags and accessories.
- Provided team creative direction on key projects, researched market trends, established color palettes, led graphic critiques, mentored designers and effectively communicated design concepts to internal and external clients.

## >> VOLUNTEER EXPERIENCE

**ZIMBABWE ARTISTS PROJECT (ZAP) PORTLAND, OR 05/14 – 05/16**

**Board Member : Volunteer**

Create marketing materials to help raise awareness & support for ZAP's mission: To help support artists and their families from Weya, Zimbabwe through the sale of art.

**VIRGINIA GARCIA MEMORIAL FOUNDATION PORTLAND, OR 04/12 – 04/14**

**Volunteer**

Donated three paintings in two years for their annual art auction to help fund the Virginia Garcia Memorial Health Center, whose mission is to provide high quality, comprehensive, and culturally appropriate primary health care to the communities of Washington and Yamhill counties with a special emphasis on migrant and seasonal farmworkers and others with barriers to receiving health care.

**TEAM IN TRAINING PORTLAND, OR 05/12 – 08/12**

**Mentor : Volunteer : Participant**

Raised \$7,000 riding my bike 100 Miles, mentored seven women and ran 26.2 miles in two separate events on behalf of the Leukemia & Lymphoma Society, the mission of which is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

**VOLUNTEERS FOR PEACE PORTLAND, OR 05/09 – 05/09**

**Volunteer**

Volunteered for two weeks in a small, rural village near Ubon, Thailand mentoring teenage girls in school subjects such as math, science and art as well as social skills and athletics.

## >> PERSONAL INTERESTS

Running, yoga, hiking, color, typography, diverse cultures, dark chocolate, kombucha, painting with watercolors and acrylics, Farmer's Markets, volunteering, standup paddle boarding, my neurotic cat Oscar, exploring and traveling for inspiration and well being.

## >> HIGHLIGHTS

- Adidas Award Winner for contributions to the Athens and Beijing Olympic design teams.
- Hired into Adidas Footwear Design Team full time within 7 months of hire.
- As Adidas Production Artist, designed and executed marketing concepts, including footwear point of purchase, catalog layouts, inspiration + presentation images for footwear and apparel and invitation design for promo event featuring singer Pharrell Williams.
- Designed high profile Adidas logos:
  - US Open tennis tee graphics
  - British Open logo design
  - US W Open Golf | US Open Golf
  - Adidas Community Day
  - US Olympic Trials, Eugene
- Created major athletic event logos:
  - Adidas Women's Marathon
  - Boston Marathon
  - Chicago Marathon
  - New York Marathon
  - Hood to Coast
  - San Diego Surf Cup
  - Race to Stop Global Warming
- Olympic projects:
  - Beijing '08
  - Torino '06
  - Athens '04
  - Salt Lake City '02

## >> TECH SKILLS

Microsoft Office 365  
[Power Point, Excel, Word, etc.]  
Adobe Creative Suite  
[Illustrator, Photoshop, InDesign]

## >> EDUCATION

BA | Graphic Design  
*California State University, Long Beach*  
Long Beach, CA | 1995  
• 2nd Place | Packaging Design | Pacific Coast Paper Box Competition | CSU, Long Beach | Long Beach, CA

# Jordan Kline

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## ABOUT ME

Results-oriented, highly motivated strategic marketing and communications professional with exceptional administrative, research, policy development, and critical-thinking skills. Sixteen years experience in legislative administration, community outreach, partnership-building and media relations. Strong project manager, influential leader and effective team player. Able to apply creative problem-solving to overcome unforeseen challenges in high-pressure environments under tight deadlines. Able to lead large projects that involve complex, competing interests of diverse stakeholders yet exceed expectations and lead to long-term, substantive results.

## SKILLS INVENTORY

Project Management  
Personnel Supervision  
Legislative Research  
Policy Development  
+ Implementation  
Public Speaking  
Budget Management  
Written Communication  
Strategic Communications  
+ Marketing  
Media Relations  
Strategic Planning  
Client Coordination  
Written Communication  
Coaching + Mentoring  
Interviewing + Hiring  
Problem Solving & Listening  
Organizational Skills  
Relationship Building

## TECHNICAL EXPERTISE

Microsoft Office 365  
Google/Chrome Environment

## EDUCATION

BA • Business Administration  
*Emphasis in Marketing*  
University of Oregon  
Eugene, OR 2002

## EXPERIENCE

### GOVERNMENT AFFAIRS DIRECTOR

PlanA Communications  
Portland, OR • 2016 – Present

- Represent multiple construction trades in the state legislature.
- Provide comprehensive legislative background and research on issues impacting client business and priorities.
- Track legislation, providing counsel on how legislation impacted clients' operations.
- Foster relationships with key state and local government policy makers.
- Research and developed policy concepts.
- Manage multiple political actions committees, providing guidance on political strategies.

### CHIEF OF STAFF

Multnomah County Commissioner Jules Bailey  
Portland, OR • 2014 – 2016

Directed responsibilities of an office serving executive and legislative duties, including the enactment of local ordinances and the oversight of spending and the hiring of county employees.

- Managed all daily operations for District 1 office, including staff supervision, budget development, and overseeing all policy decision-making.
- Served as Commissioner's liaison to all large county capital projects, such as the Sellwood Bridge and Multnomah County Courthouse.
- Led efforts to secure funding through county budget process for Commissioner's priorities including \$3 million for the Unity Project and funding for the Westside Community Resource Officer.
- Developed and implemented policy initiatives, including aiding in the creation of new programs within the county.
- Planned media strategies and acted as Commissioner's spokesperson.

### LEGISLATIVE ASSISTANT & POLICY ADVISOR

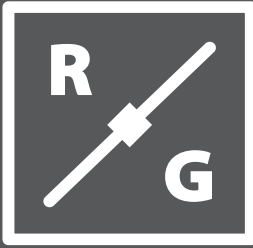
Multnomah County Commissioner Jules Bailey  
Portland, OR • 2012 – 2014

- Managed the legislative office including staff management, routine scheduling and constituent contacts.
- Researched and assisted the Representative with policy development and legislative bill preparation.
- Represented legislator in committee meetings and public forums.
- Led legislative priority workgroups to build consensus, leading to passage of measures.
- Organized and developed outreach measures including town hall meetings, newsletters and press releases
- Coordinated media strategies and acted as office spokesperson.

### LEGISLATIVE ASSISTANT

Lane County Legislative District Office  
Portland, OR • 2010 – 2012

- Provided legislative staff support to one state senator and four state representatives.
- Managed constituent contacts, investigated and resolved issues.
- Conducted policy and legislative research and gave recommendations.
- Coordinated meetings with key interest groups.
- Represented legislators in various forums.



# RYAN GOODELL

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## EXPERIENCE

### St. Joseph Catholic School Vancouver, WA K-8 Technology Teacher 08/13 - Present

- Teach basic hardware and software, keyboarding, research skills, coding and 21st-century skills (problem-solving, critical thinking, collaborating, and creativity).
- Implemented Google Education Applications to help middle school teachers and students stay organized, collaborate, and communicate.
- Organize and proctor schoolwide computer-based MAP Tests and lead staff meetings on data analysis after test administration.
- Developed position with the administration to ensure students developed necessary technology skills.

### Archdiocese of Seattle Vancouver, WA Regional Education Leader 06/18 - 06/19

- Liaised between Archdiocese and St. Joseph Catholic School.
- Attended monthly meeting to collaboratively create professional learning opportunities for educational improvement.
- Planned and led staff meetings at St. Joseph to train colleagues in latest continuous improvement tracking methods and tools.
- Create best practices binders that covered policies and procedures to ensure consistent and efficient exchange of information and techniques.

### St. Joseph Catholic School Vancouver, WA 8th Grade English Teacher 08/14 - 06/16

- Instructed accelerated and general courses.
- Taught courses in computer lab to incorporate technology into content area.
- Emphasized the use of technology as a tool for writing and publishing, exploring various styles from traditional essays to creative poetry and a strong emphasis on academic writing and research skills in preparation for high school and beyond.

### 5th Grade English Teacher 08/14 - 06/16

- Homeroom teacher who taught all subject areas.
- Collaborated with grade-level teaching partner to plan and instruct core academic subjects as well as technology to fifth-grade students.
- Implemented real-world curriculum: Rachel's Challenge, Junior Achievement, Junior Achievement's BizTown, and Southwest Airline's Adopt-A-Pilot.
- Sought out opportunities for local and global service projects, including bake sales to raise money for the Joplin Tornado and Make-a-Wish Foundation.

## CAREER SUMMARY

Highly organized, results-oriented project management professional with a strong education background seeking to transition to a career to collaborate with technology specialists to implement innovative training solutions. Able to lead and inspire teams of individuals with diverse skill sets and complete deadline-driven projects in dynamic cross-functional team environments.

## EDUCATION

### MA • Learning Technologies

Pepperdine University • Malibu, CA  
Summa Cum Laude • 2012

### BA • Elementary Education

Washington State University • Vancouver, WA  
Magna Cum Laude • 2010

### Graduate

Vancouver School of Arts & Academics  
Leslie Durst Award Winner

## SKILLS

Project Management • Cross-Functional Team Collaboration & Leadership • Curriculum Development • Active Listening • Interpersonal Communication • Public Speaking • Technology Training • Technical Support • Personnel Leadership • Data Analysis • Meeting Planning & Facilitation • Child Development • Creative Problem Solving • K-8 Teaching • Advocacy

## TECHNICAL SKILLS

Microsoft Office 365 {Power Point, Excel, Word, etc.} • iWork Suite • G Suite • NWEA MAP Testing • Various Online Presentation Tools

## CERTIFICATIONS / AFFILIATIONS

**K-8 Residency Teaching Certificate**, Washington State {Passed Washington ProTeach Assessment, an evidence-based assessment}  
**PMI (Project Management Institution)**, Member 2017 - Present  
**ISTE (International Society for Technology Education)** Member 2016 - Present



# CASEY MILLS

3848 SW Palm St. • 503-258-7250 • Portland, Oregon 97221 • casey@caseymills.com • www.caseymills.com

## PROFILE

Award-winning producer with 9 years' experience producing best-in-class short videos across multiple categories and platforms. Able to produce videos and other media with cross-functional creative and production teams and collaborate on simultaneous productions while maintaining quality within tight deadlines and budgets. Possess the ability to take projects through every stage of the process and support the creative vision of others while ensuring that often-overlooked details are addressed and every stage progresses smoothly. Excel when motivating a team with diverse skills sets and personalities to collaborate in sync and collectively produce a final product that exceeds expectations.

## CAREER HIGHLIGHTS

- Produced an array of high-aesthetic documentary projects for top tier clients.
- Developed Cycle Media's west coast production department, identifying needed roles and hiring staff, developing departmental org chart, and cross-functional standard operating procedures
- Developed post-production department: including 6 suites, a color station, sound finishing, audio booth, server infrastructure, staff, and a robust freelance pool of editors, enabling cost savings and high-end in-house post production.
- Produced and directed the Shattered Backboard video for Nike that *Ad Age* called "the most engaged brand campaign of 2016", receiving over 45M impressions and 2.3M engagements.
- Innovated and developed best practices in the short, social, documentary space.

## EXPERIENCE

Cycle Media (247 Laundry Service) • Portland, OR • **Senior Producer** 10/18 – Present

- Promoted to Senior Producer to expand West Coast production operations.
- Line-produced across all west coast accounts.
- Led a team of creative and production specialists.
- Created scopes of work & production budgets.
- Produced high priority campaigns.
- Established standard operating procedures.
- Built a post-production department; enabling high-end, in house post production.
- Coached creatives and producers on the filmmaking process.

Cycle Media (247 Laundry Service) • Portland, OR • **Producer** 01/17 – 10/18

- Produced and directed hundreds of video and photo productions across all west coast accounts.
- Handled all production details in pre-production, on set, and in post-production.
- Produced internationally.
- Developed concepts in conjunction with diverse creative teams.
- Negotiated with contractors and managed contracts.
- Built and managed production budgets.
- Managed and dispensed resources for large annual budgets.

Groundswell Storytelling (Freelance) • Portland, OR • **Producer/Editor** 01/11 – 01/16

- Independently produced and edited for brands and agencies.
- Built budgets & independently managed wide client base.
- Edited in Adobe Premiere and After Effects.
- Produced and secured financing for documentary projects.

## TECHNICAL EXPERTISE

Adobe Premiere, After Effects, Photoshop, Video Production Budgeting Software, Project Management Software, Excel

## EDUCATION

Portland State University • Portland, OR • 2008 • 3.85 GPA • Bachelor of Science, Linguistics • Minor: Film Studies

## SKILLS

Budget Creation and Management • International Productions • Production Logistics • Production Best Practices, Strategy, and Workflow • Negotiation • Line Producing • Development Producing • Field Producing • Post Producing • Video SOW Creation • Cross-Functional Team Collaboration • Process Improvement • Scope of Work (SOW) Creation • Filmmaking Equipment • Filmmaking Workflow • Coaching & Mentoring • Worldwide Video Sub-contractor Network • Clearance • Legal • Releases & Contracts • Permitting • Payroll • Locations • Casting • Scriptwriting & Storyboarding • Pitch Development • Directing • Interviewing

## CAREER PROFILE

Highly organized, versatile content editor with more than 15 years experience in multi-genre writing, reporting, and editing in various journalism and copywriting settings, including magazines, newspapers, book publishing, and academia. Able to employ project management mastery in collaborative environments, flexibility, and attention to detail to synthesize complex information efficiently and effectively lead teams of writers in deadline-driven, high-pressure environments. Excel in groups of people, either by leading a team, partnering with colleagues, or mentoring and teaching adult and young learners. Thrive when able to contribute my editorial and project management expertise while continuously expanding my skillset in mission-driven, collaborative settings.

## EDUCATION

**MFA** • Creative Writing • **University of Wisconsin-Madison**, Madison, WI

**MA** • Journalism and Mass Communication • **University of Wisconsin-Madison**, Madison, WI

**BA** • Language Studies • **University of California, Santa Cruz** • Santa Cruz, CA

## CORE COMPETENCIES

Multi-Genre Writing/Editing • News Interviewing + Reporting • Project Management • Digital/Print Content Management • College Instruction • Cross-Functional Team Collaboration • Curriculum Design • Problem Solving • Personnel Leadership • Editorial Organization • Strategic Planning • Mediation/Conflict Resolution • Research • Investigative Analysis • Visual Concepting • Community Leadership • Hiring/Training • Workshop Facilitation • Mentoring/Coaching • Attention to Detail

## EXPERIENCE

**The New York Times**  
*Portland, OR*  
*+ Madison, WI*

### FREELANCE WRITER

**09/19 - PRESENT**

- String Reporter for the national news desk.
- Sourced and interviewed undergraduates weekly at the University of Wisconsin-Madison September-December 2019.
- Analyzed transcripts, culled themes from campus events, and compiled information into weekly memos for Times staff.
- Uncovered breaking news related to ongoing project, alerting editors, finding sources, and reporting the stories.

**The Capital Times**  
*Madison, WI*

### DAVID MARANISS REPORTING FELLOW

**05/20 - 08/20**

- Reported and wrote cover story "Hungry City: Food banks and farmers feed rising numbers in Dane County." Jul 22, 2020.
- Reported and wrote several 200 to 1000-word news stories per week. Beats included the uprising in the wake of George Floyd's murder, Dane County's local food system, and small business activity during COVID.
- Collaborated with staff photojournalist and designer on story art.
- Cultivated relationships with sources around Madison.
- Worked remotely full-time with staff throughout appointment.

**University of Wisconsin-Madison**  
*Madison, WI*

### ENGLISH INSTRUCTOR

**08/16 - 05/20**

- Taught English composition and fiction writing to undergraduates during graduate school and a year-long writing fellowship.
- Designed syllabuses, lesson plans, and in-class activities.
- Facilitated in-class group work and negotiated partnered student projects.
- Critiqued prose and taught craft elements from both published and student-generated stories, essays, and novel excerpts.
- Partnered with other instructors and community programs to create new ways of engaging students.
- Led and participated in pedagogical training courses and workshops.
- Analyzed student work in order to maximize learning potential.
- Met with students individually to discuss progress and opportunities for change.
- Mentored new teachers and former students.
- Applied teaching skills to volunteer in the community at a local state prison.

Various  
Publications +  
Digital  
Platforms  
Portland, OR  
+ Madison, WI

**FREELANCE WRITER/EDITOR  
SOCIAL MEDIA COORDINATOR**  
*Simon & Schuster*

04/06 - 08/16

- Produced online content for marketing websites in health and relationship categories by excerpting new books, ghostwriting posts in the voice of authors, and writing and reporting original work.
- Maintained social media accounts for marketing websites including corresponding with followers.
- Promoted Simon & Schuster websites via interaction on influencer sites. *ThatsFit.com* by AOL
- Reported celebrity health and fitness stories at red carpet events. *Livestrong.com*
- Created health and lifestyle content. *Time Out New York*
- Wrote New York City arts features. *Vogue*
- Worked on early edits for *Vogue Living: Houses, Gardens, People*.

Marigold Media  
New York, NY

**EDITORIAL ASSISTANT TO DIANE CARTER**

05/17 - 05/20

- 2007-08 | Carter's Position: Editorial Director, Marigold Media, Inc.
- Collaborated with Carter daily on writing feedback and revision.
  - Line edited Carter's weekly columns at the Huffington Post. *ThatsFit.com* by AOL
  - Reported celebrity health and fitness stories at red carpet events. *Livestrong.com*
  - Created health and lifestyle content. *Time Out New York*
  - Wrote New York City arts features. *Vogue*
  - Worked on early edits for *Vogue Living: Houses, Gardens, People*.

## COMMUNITY WORK

**Judge** • Fiction fellowships, undergraduate fiction prizes, + Brittingham-Polk Poetry Prize • 2016-20  
**Organizer/Instructor** • Comics Workshop Narrative Class • Oakhill Prison Humanities Project • 2017-20  
**Visiting Artist, Making Comics** • Professor Lynda Barry • 2019  
**Workshop Facilitator** • Creative Writing Festival • University of Wisconsin-Whitewater • 2016  
**Writing Workshop Member** • The Healing Center • 2015-16  
**Race Day Volunteer** • New York Road Runners • 2008-12

## HONORS

**David Maraniss Fellow** • School of Journalism & Mass Communication, University of Wisconsin-Madison • 2019-20  
**Innovation in Teaching Award** • Campus-Wide Teaching Assistant Awards, University of Wisconsin-Madison • 2020  
**Honored Instructor Award** • University of Wisconsin-Madison • 2019  
**Hoffman-Halls Emerging Artist Fellow** • Wisconsin Institute for Creative Writing • 2018-19  
**Network Fellow** • Center for Education Research • 2017-18  
**Fiction Reader** • Devil's Lake literary journal • 2016-17

## CAREER PROFILE

- Received the Hoffman-Halls Emerging Artist Fellowship in the creative writing department at UW, a competitive year-long appointment giving time, space, and community to writers working on their first book.
- The New York Times story resulted in Chancellor Rebecca Blank committing to increased faculty oversight of student groups and funding to host conversations about race. It also sparked an increase in student activism around racial disparity and discrimination on campus.
- As Bonnie Carter's assistant, witnessed the economic landscape shift during the 2008 crisis as she left American Media and sought to fund her own company. Gained new perspectives on the publishing industry, startups, and corporate culture.