
EXPERIENCE**United States Army Cadet Command, 1st Brigade, Fort Knox, KY**

Oct. 2020-Present

Digital Advertising Content Specialist

- Develop digital media strategy, plan content to communicate Army ROTC focus areas, priorities and missions and increase approachability and visibility of military colleges
- Plan and create multimedia marketing content using graphic design, photo manipulation, video editing software and present to government approval
- Regularly outperform surrounding brigades and Increased reach across all social media: LinkedIn +75,000, Instagram +12,500, Twitter +2000, Facebook +27,400
- Provide senior military and civilian personnel with reports on performance metrics, campaign strategies and content
- Travel to JROTC recruiting events to capture interactions in photographs and video to be used on social media and in collateral materials
- Train Battalions on how to use social media to enhance recruiting efforts

United States Army Cadet Command, Fort Knox, KY

Aug. 2019-Oct. 2020

Public Affairs Specialist

- Work with Commanding General, Deputy Commanding General and Command Sargent Major of Cadet Command to manage social media, produce content across all platforms and oversee their individual social media pages
- Develop communication plans, creative ideas, photographs and videos for social media campaigns to support priorities
- Curate graphics, shoot photographs and videos of conferences, ROTC training, and challenges for command wide use in presentations, promotion videos and social media; use Adobe Photoshop, Premiere, and Lightroom for editing
- Analyze weekly social media analytics report and make strategy and content recommendations based on data
- Conceived and developed the highly successful *Know Your Mil Monday* campaign highlighting Army leaders and their interests outside of the military; achieved top four most liked Instagram post for 9 months among ROTC
- Conceived and produced video of CSM Terenas' physical training, reaching over 100K viewers on Facebook in two weeks
- Developed and executed the *Spirit Week* campaign resulting in an increase in followers (40,319 to 40,991) on Instagram
- Created the *USACC Social Media Rules of Engagement Pamphlet* and *USACC Official Army ROTC Hashtags* that are distributed to the Brigades and Cadet Command Headquarters
- Gathered footage and edited the Army ROTC National Commissioning Video for the 2020 Virtual Commissioning Ceremony which was viewed nationally and at the Pentagon; received recognition from Four Star General
- Regularly wrote articles on current, relevant, events, topics, and people to be shared on the Go Army main website

Army PAO, Fort Knox, KY and University Park, PA

Sept. 2019–Aug. 2019

*Cadet Command Public Affairs Photography Intern (May 2019–Present)**ROTC Army Photography Intern (February 2019–May 2019)*

- Worked on 3-person team covering training events, producing news stories and articles to be shared on YouTube, Facebook, Flickr, Instagram, Twitter and Army website
- Provided photos to be used in communities to recruit

PSU College of Engineering, University Park, PA

Sept. 2019-May 2019

Photography and Video Intern

- Photographed events posted on Engineering College website; uploaded photographs to Flickr for editorial staff to access
- Photographed publicity photos for professors and grad students to use to promote their projects

INVOLVEMENT**Dance Marathon** (THON, Largest Student Run Philanthropy in the World), State College, PA

Sept. 2016-Feb. 2019

Photography Committee Member/ Photo Chair for Rules and Regulations Committee (2017)

- Developed concepts and used shot list to tell the story of THON from conception through the event through photos; edited photographs using Adobe Photoshop; posted photos to Instagram, THON and website

SKILLS

- Cameras: Canon EOS 7D, Nikon D700, Canon EOS T5I, Nikon D3200, Nikon D800, Nikon D810, Nikon D7200
- Lenses: Nikon 50mm F1.4, Nikon 24/120mm, Canon 18/55mm, Canon 5/300mm, Canon 18/200mm
- Software: Adobe Photoshop, InDesign, Canva, Lightroom, Photo Mechanic, iMovie, Adobe Premiere, After Effects
- Social Media: Sprinklr, Facebook, Instagram, Twitter, YouTube, LinkedIn, Reddit, Pinterest

EDUCATION**Pennsylvania State University, State College, PA**

May 2019

- Bachelor of Arts in Photojournalism with a Minor in Psychology