

TESSA M. TRACH



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PROFESSIONAL EXPERIENCE

Industry Dive // Audience Development & Digital Marketing Intern // Feb. 2017 - present

- Compile audience & engagement metrics across platforms with Google AdWords and Analytics
- Promote engagement by identifying communities, organizations and influencers in target industries
- Create and manage ads across Google, LinkedIn and Facebook
- Participate in bi-weekly socially-focused Twitter chats, create recaps using Storify

Capital News Service // Social Journalist // Aug. - Dec. 2016

- Managed content across various social media platforms, including Twitter, Facebook and Instagram
- Generated weekly analytics reports using Parse.ly to assist other bureaus in creating content
- Facebook "Likes" increased 25% and daily Twitter Impressions increased 528% from Aug. to Dec.
- Researched and wrote disparities-focused content for cnsmaryland.org

MTV's Video Music Awards // Production Assistant // Aug. 2016

- Assisted digital team with logistical tasks and organization during rehearsals and live show
- Exhibited ability to work long hours and accomplish tasks on time

Discovery Communications // Discovery Channel Social Media Intern // June - Aug. 2016

- Crafted live tweets for *Deadliest Catch* episodes; posted to Twitter, Facebook & Instagram
- Pulled video lifts for *Deadliest Catch* shows to publish on Discovery website using Fusion CMS
- Researched and created shark-themed crafts for *Shark Week* Snapchat, viewed by 60,000 people
- Live-tweeted four *Shark Week* shows and contributed research and quiz questions to Sharkopedia

Discovery Communications // Community Outreach Intern // Feb. - April 2016

- Initiated weekly "Intern Spotlight" series, highlighting interns with personalized infographics
- Directed, filmed and edited promotional Intern Program video, edited with Premiere Pro
- Built and maintained strong intern community by planning events and engaging with interns
- Curated and created content for Intern Program Facebook page

University Communications & Marketing // Multimedia Production Intern // Sept. - Dec. 2015

- Prepared equipment & provided hands-on assistance for weekly video shoots across campus
- Highlighted work and achievements of university students and staff
- Logged film clips and edited video packages to creatively market the University

Meridian International Center // Communications Intern // Feb. - Aug. 2015

- Filmed and edited 14 video interviews using Premiere Pro and 4 podcasts using Adobe Audition
- Transferred online content from previous website to WordPress CMS
- Wrote blog posts and edited promotional brochures and annual report

ABC New Year's Rockin' Eve // Production Assistant // Dec. 2014, Dec. 2015 & Dec. 2016

- Aided producers and directors with logistical tasks and organization during rehearsals and live show
- Acted as talent stand-in during rehearsals, reading teleprompter and taking cues
- Escorted talent to rehearsals and live performances, following a detailed schedule

EDUCATION

University of Maryland, College Park

Philip Merrill College of Journalism, Class of 2017

B.A. // Journalism: Broadcast News

Minor // General Business

GPA // 3.76

LEADERSHIP EXPERIENCE

Department of Resident Life // Resident Assistant

Omicron Delta Kappa // Communications Coordinator

Alternative Spring Breaks // Experience Leader and two-time participant

Leadership Training Conference // Junior Counselor

CIVICUS Living and Learning Program //

Student Assistant and former program Associate

Residence Hall Association // former RA Advisor and Hall Council President

SKILLS

Adobe Premiere Pro

Canon DSLR Cameras

Google AdWords Certified

WordPress

Basic HTML & CSS

HD Broadcast Cameras

Hootsuite

Adobe Audition

Adobe InDesign

Piktochart

Microsoft Office

AWARDS AND HONORS

Maryland Medallion Society Inductee

Spirit of Maryland Award Finalist

Alumni Association Scholarship Recipient

Excellence in Community Interaction Award Recipient

Omicron Delta Kappa Member

RHA Council President of the Year

Merrill College Scholarship Recipient

ODK Top Ten Freshmen Award Recipient

Primannum Honor Society Member