

Sarah Dudik

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Profile

A media professional with experience in photography, videography, writing, social media management, marketing, public relations, and graphic design.

Experience

Magazine editor at Washington & Jefferson College 7/2016 - present

Public information and marketing generalist at Bluegrass Community and Technical College 8/2013 - 7/2016

- Responsible for writing, designing, and coordinating printing for all internal and external publications, signage, and special event collateral.
- Work with all departments to develop new initiatives to improve existing publications, internal communication, student communication, and refine advertising strategies, including implementing digital advertising strategies via Facebook, Twitter, YouTube, and Google AdWords.
- Manage strategy and create content for social media channels and website.
- Primary college photographer for all seven campuses.
- Assist Marketing Coordinator with developing marketing plan and managing department budget.
- Worked as a department of one responsible for all marketing tasks and initiatives from 8/2013 – 7/2014.

Freelance photographer at Lexington Herald-Leader 10/2013 - 4/2015

Preschool teacher at Walnut Hill Day School/substitute teacher at Fayette County Schools 10/2012 - 7/2013

Multimedia journalist at The Gadsden Times 6/2009 - 8/2012

- Executed day-to-day photography for the newspaper, website, and Gadsden Style magazine. Photographed a wide range of assignments with video work and writing for the paper and the web.

Photography/multimedia intern at the Peoria Journal-Star 1/2009 - 5/2009

Photography/multimedia intern at the Indianapolis Star 5/2008 - 8/2008

Photography intern at the San Angelo Standard-Times 9/2006 - 12/2006

Education

Bluegrass Community and Technical College 2014 - 2015

Completed a graphic design certificate focusing on the creative use of the Adobe Creative Cloud software.

Western Kentucky University 2004 - 2008

Attended on full academic scholarship. Graduated cum laude with double major in photojournalism and Spanish. Studied abroad in Mexico and Costa Rica. Various jobs and projects related to photography.

Skills

Wide range of photography experience. Shooting and editing video. Writing for the web and press releases. Social media management and advertising. Graphic design in Adobe Creative Cloud (InDesign, Photoshop, Illustrator). Proficient in spoken and written Spanish.