

# Christian Knoll

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## Job Qualifications

- Skilled photographer and videographer with a passion for creative visual storytelling
- Seasoned writer with a background in reporting scientific research and academia
- Experienced digital content creator with knowledge in digital marketing and website analytics
- Practiced in the principles of digital design and color theory for the enhancement of online content

## Education

**Bachelor of Arts in Journalism and Media Communication**

Graduated May 2018

**Concentration: Media Production**

GPA: 3.13

Minor: Zoology

Colorado State University, Fort Collins, Colorado

## Technical Skills

- Proficient in utilizing both MAC and Windows computer operating systems
- Skilled in Adobe Creative Suite including Photoshop, Premiere Pro, Illustrator, and After Effects
- Practiced in AP Style for writing press releases and news stories
- Educated in search engine optimization (SEO) for maximizing online engagement

## Relevant Work History

**Digital Media Specialist**

May 2017 – February 2019

College of Health and Human Sciences, Fort Collins, Colorado

- Produced, managed, and organized high-quality photographs and videos for the college's website and social media presence, increasing their online engagements more than 80 percent
- Wrote and published engaging college feature stories for university social media
- Managed multiple projects to meet strict deadlines for the college's communications campaigns
- Oversaw college's Facebook and Instagram accounts, containing more than 8,000 combined followers
- Coordinated with notable alumni, donors, and communications teams at offsite locations to photograph, film, and curate original content for college-related initiatives

**Copy Editor**

January 2017 – May 2017

Rocky Mountain Student Media, Fort Collins, Colorado

- Edited online and print newspaper stories for clarity, grammar, spelling, and AP Style usage three times a week
- Met weekly with newspaper editing staff to give and receive feedback for improvement on student writing, print design, and editing workflow
- Corrected and wrote detailed captions for photos and graphics that accompanied news stories

