

# MICHAEL FISHER

## MULTIMEDIA SPECIALIST



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www.micoolfish.com/portfolio

## PROFILE

- Over ten years experience creating digital content including photography, videography, the development of websites and social media campaigns
- Video producer with a thorough understanding of the production, editing and distribution of video content
- Expert at publishing and promoting content on social media platforms with the ability to identify the results

## SKILLS

### PROFESSIONAL

- PHOTOGRAPHY
- VIDEO PRODUCTION
- VIDEO EDITING
- WEBSITE DESIGN
- STORYBOARDING
- WEBSITE CONTENT MANAGEMENT SYSTEMS
- LIGHTROOM
- PHOTOSHOP
- FINAL CUT PRO
- WORDPRESS
- DRUPAL
- SOCIAL MEDIA

## EXPERIENCE

- **ASSISTANT DIRECTOR, DIGITAL COMMUNICATIONS**  
2019 - Present

University of Pennsylvania (Penn Nursing) - Philadelphia, PA

- Create and execute social media strategy to increase awareness and engagement across social media channels, including creating daily social content and long-term objectives
- Serves as the communications lead for Penn Nursing's website, implementing a web strategy and oversees content across all department-level sites
- The lead photographer/videographer covering events and creating long and short-form videos

- **FREELANCE PHOTOGRAPHER & WEBSITE DESIGNER**  
2019 - Present

Micool Photography - Marlton, NJ

- Family, portrait, and event photographer specializing in high-quality, original images for clients' personal use
- Postproduction includes editing and retouching photos using Lightroom and Photoshop
- Responsible for the design, development, and maintenance of user-friendly websites

- **COMMUNICATIONS & MULTIMEDIA SPECIALIST**  
2017 - 2019

Princeton University - Princeton, NJ

- Created a wide variety of written and visual content across multiple platforms including social media, photography, videos, newsletters and website maintenance
- Managed video production of storytelling projects including writing scripts, storyboarding, videography, interviews, video editing
- Wrote and edited content for web pages, news articles, and newsletters

## OTHER PROFESSIONAL EXPERIENCE

- **SOCIAL MEDIA SPECIALIST**  
2014 - 2017

Clearbridge Media - Millville, NJ

- Responsible for implementing digital marketing strategy for clients including web and social media management, email marketing and writing featured stories

## EDUCATION

- **MASTER OF ARTS**  
Full Sail University  
2012 - 2013

- Class Salutatorian
- Course Director Awards
  - New Media and Communications
  - Mobile Technology Communications
  - Multimedia Development and Editing

- **BACHELOR OF ARTS**  
Rutgers University  
2002 - 2006

- Rutgers University: 2002-2006
- Writer for The Daily Targum
  - Dean's List