

Catherine E. Pallenik

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10401 Grosvenor Place, Apt. 420, Rockville, MD 20852

EDUCATION

American University, School of Communication, Washington, DC

Bachelor of Arts in Visual Media, December 2008

Minor: Marketing

GPA: 3.6

AU Abroad, Madrid, Spain, Summer 2007

Internship program and coursework

Charles University, Prague, Czech Republic

Photography, Spring 2007

RELEVANT COURSEWORK:

Marketing for Communications and Business, Marketing and Consumer Behavior, Internet Marketing, Brand Management, Marketing Research, Principles of Design, Computer Literacy for Design, Digital Imaging, Motion Graphics and Effects, Web Development, Dynamic Websites, Film and Video Production I, Beginning and Intermediate Photography, Writing for Mass Communication, Writing for Visual Media

EXPERIENCE

National Geographic Channel, Washington, DC

Development and Acquisitions Intern

June – December 2008

- Pitched ideas for possible programming development.
- Completed research for current programming in development.
- Compiled and analyzed National Geographic Channel and competitive programming's weekly Neilson Ratings information.
- Screened and analyzed possible programming for acquisition.
- Composed correspondence to be sent to production companies on behalf of National Geographic Channel.

Luna Boutique, Bethesda, MD

Sales Associate

September 2007 – September 2008

- Demonstrated strong marketing, sales and interpersonal capabilities by actively encouraging customer purchases.
- Performed administrative responsibilities.
- Aided in merchandising product within store.
- Reconciled cash drawer.
- Gained first-hand experience in how a successful small business is run.

American University School of Communication, Washington, DC

Film Editing Lab Technician

March 2006 - October 2007

- Answered student questions regarding advanced film editing and design
- Provided assistance to faculty and administrators on technical issues
- Designed informational materials for School of Communication

InMadrid Magazine, Madrid, Spain

Marketing Intern

May - July 2007

- Organized on-line client database.
- Photographed client-oriented advertisements and cover story.
- Collaborated with marketing director to court new clients for advertising contracts.

Downtown DC Business Improvement District and Cultural Tourism, Washington, DC

Marketing Department Intern

October - December 2006

- Created an organized system of spreadsheets for public relations lists.
- Updated on-line events calendar.
- Organized media relations and contacts.
- Completed Internet and telephone market and event research.

SKILLS

- Working knowledge of Microsoft Office, Adobe Suite (InDesign, Illustrator, Photoshop, After Effects, Flash, and Dreamweaver), Final Cut Pro, Soundtrack Pro, and SPSS.
- Technical abilities with manual and digital cameras; one and two chip video cameras; sound and lighting equipment.