

ALICIA EDQUIST

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FREELANCE MULTIMEDIA JOURNALIST/ SOCIAL MEDIA ADMIN/ INSTRUCTIONAL LAB TECHNICIAN

Writer ♦ Photographer ♦ Social Media ♦ Student Media
Print & Online Publications ♦ Advertising ♦ Technology (MACs)

EDUCATION AND PROFESSIONAL DEVELOPMENT

Masters of Arts - New Media Journalism (expected graduation Dec. 2013)

Full Sail University, Winter Park, Florida

Bachelors of Science – Christian Ministry (Dec. 2011)

Hope International University, Fullerton, California

Cerritos College Falcon Leadership Academy (2012-2013)

WORK EXPERIENCE:

Jan. 2006 - Present **Cerritos College, *Instructional Lab Technician I, Journalism*** **Norwalk, CA**

- Manages & maintains state of the art MAC open lab. Instructs journalism students on software such as Photoshop, InDesign, iMovie and GarageBand. Teaches students on how to use lab equipment including digital & video cameras & iPads. Assists in the training of students on WordPress for the college newspaper (talonmarks.com) as well as how to use social media. Selling & billing of advertising, designing ads & interacting with clients for the TM Brand.
- Maintains budget for Mass Communications (Jour & RTV) department, student publication archives (hard copy & digital). Manages Alumni database and gives input on curriculum changes, program review, SLOs & department unit plans. Co-Adviser of Talon Marks Press Club. Plans, coordinates & executes department & program events for college.

Summer 2008 to 2013 ***Community Education Instructor (Summers only)***

- Taught two courses (2-weeks each) How to Make a Newspaper (2008) & iMovie Maker (2008-2013). Develop syllabus & lecture material as well as instructing students (5th to 12th grade) on InDesign, Photoshop & iMovie. How to Make a Newspaper course taught students how to create a 10-page tabloid newspaper in two weeks.

April 2012 - Present **Life Church Foursquare, *Social Media Admin*** **Downey, CA**

- Manages all social media for church (Facebook, Twitter, Instagram and Google+). Write & edit copy for church communications (newsletters, press releases & marketing). Creates content for church website, Facebook, Twitter, Instagram and Google+.

PUBLICATIONS EXPERIENCE

AliciaEdquist.com

Downey, CA

- Editor and Publisher for AliciaEdquist.com, covers the Downey and Los Angeles area. Produce content for website including stories, photos, videos, graphics and multimedia pieces. Manages social media networks for publication including Facebook, Twitter, Vimeo, YouTube, and Google+

Talon Marks Brand (newspaper, website & magazine), Cerritos College Norwalk, CA

• While attending Cerritos College was involved with student publications from 2001-2005 (Talon Marks newspaper, Talonmarks.com & Wings magazine). Served in several editor positions including copy editor, community editor and Editor in Chief.

ABILITIES & SKILLS

- Adobe InDesign, Photoshop, Dreamweaver, iMovie, GarageBand, Microsoft Word, Excel, PowerPoint, Pages, FileMaker, WordPress inventory control & CMS.
- Communications, research & planning, team-building, interpersonal, management & organizational skills, writing, design, editing, multimedia skills, event planning, podcasting & live-streaming video/audio, Ustream, Facebook, Twitter, Instagram and Google+

AWARDS & ACCOLADES

- Nov. 2011** Cerritos College Classified Employee of the Month for November 2011
- May 2010** Volunteer of the Year award, Downey Coordinating Council
- Dec. 2004** Los Angeles Times “Saturday at the Times” program and workshop – 1 in 40 college students accepted
- April 2004** Joe Wirt Scholarship
- One of the Ten Most Promising Journalists in the State

VOLUNTEER

City of Hope Together for Hope Chapter, member & officer of Publications/Communications
Participant in the Avon Walk for Breast Cancer, City of Hope Walk and a variety of other charity walks
Volunteer, Outreach, Missions, Youth & Children ministry (Downey UMC)