

Craig “CJ” De Leo
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Education

Bachelor of Arts, Double Major in Mass Communications and Political Science
Bloomsburg University of Pennsylvania
CUM LAUDE – GPA: 3.67

2015-2019

Experience

De Leo Textiles – Fairfield, NJ

May 2018 – Present

Digital Marketing Assistant

- Actively oversees maintenance of website, edits and optimizes product photography for online display, manages email marketing campaign through MailChimp
- Works directly with Head of Marketing for various branding and miscellaneous projects
- Works with customer service department in SAGE 100 data entry and Excel spreadsheet maintenance

Bloomsburg University of Pennsylvania – Bloomsburg, PA

WBUQ – 91.1FM

August 2018 – May 2019

Webmaster and On-Air Talent

- Managed existing web presence and redesigned website
- Co-hosted weekly radio program on current events and entertainment news

National Broadcasting Society

August 2016 – May 2019

Video Producer

- Contributed primarily as director, editor, and videographer in bi-weekly student show, “ROUGH CUT”
- Assisted in various stages of production for multiple segments

Instructional Media Services

January 2017 – May 2019

Videographer/Media Support Staff

- Worked in multiple capacities (primarily camerawork, graphics operation, and audio operation) when recording on-campus events
- Created original video content for the University such as advertisements, student interviews
- Acted as IT support for various student media needs, primarily in-studio, Adobe software and A/V hardware troubleshooting

BUnow.com

April 2016 – May 2019

News/Politics Editor, Multimedia Journalist

- Regularly wrote stories, edited News/Politics articles, pitched ideas for News/Politics section of student-run news website
- Recorded weekly podcast on political news
- Assisted video section and regularly contributed video content to site

Cerridwen’s Garden – Bloomsburg, PA

October 2018 – December 2018

Web Designer

- Redesigned and optimized web presence of local gardening business, expanded overall ecommerce presence

DotFM Group – Remote

May 2018 – August 2018

News Intern - Video Production Lead

- Acted in leadership role for video section of a multimedia journalism and digital marketing program
- Created video content for CBS News Affiliate, “Front Page News”

Technical Skills and Computer Literacy

- **Video Production, Digital Photography and Videography**
- **Video Editing** – Adobe Premiere Pro, Adobe After Effects, Final Cut Pro
- **Audio Recording and Sound Design** – Adobe Audition, Audacity, ProTools, Logic
- **Writing** – Political Writing, Online Journalism, Copywriting, Copy Editing, WordPress, Broadcast Media
- **Graphic Design** – Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- **Web Design/Development, Digital Marketing** – HTML, CSS, JavaScript, Python, Search Engine Optimization, Content Management Systems, Google Analytics

Academic and Social Memberships

- National Broadcasting Society
- BUnow
- WBUQ
- Political Science Student Association
- Bloomsburg Smash and Fighting Games Club
- Alpha Epsilon Rho (National Honors Society for the Study of Electronic Media)
- Pi Sigma Alpha (National Honors Society for the Study of Political Science)
- Phi Kappa Phi (Interdisciplinary National Honors Society)