

# CATHERINE FERLAND

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## EXPERIENCE:

**Assistant/Writer**, The MSU Alumni Magazine Dec 2015-Present

East Lansing, Michigan

- Write profile and feature stories about up-and-coming alumni and university activities for the seasonal magazine
- Assist with story ideas, copy editing, page design and photo-shoots
- Develop procedure guides and organization tools to optimize workflow

**Marketing Intern**, Momindum Feb-April 2017

Paris, France

- Translated marketing and training materials from French into clear, well-written English to expand Anglophone client roster
- Created video presentations in English explaining company tools and processes

**Refugee Services PR Intern**, St. Vincent Catholic Charities May-Aug 2016

Lansing, Michigan

- Redesigned STVCC Refugee Services webpage
- Wrote speeches, press releases, website content for summer events
- Produced event photos, graphics for promotion and social media videos
- Generated daily social media posts about agency events, short videos that generated more than 2,000 views and a #WelcomingWednesday campaign, made up of weekly posts that highlight refugee facts and testimonies

**Photographer**, The State News June-Dec 2015

East Lansing, Michigan

- Independently photographed news, features and sports events for weekly print publications and website
- Edited photos using Photoshop and Photo Mechanic

## SKILLS:

**Software:** Photoshop, InDesign, Illustrator, After Effects, Premiere, Final Cut Pro, Word Press

**Hardware:** DSLR, lavalier and stick microphones, mobile reporting devices

**Social Media:** Content Strategy, Hootsuite

**Language:** Conversational French

**Writing:** AP Style

## EDUCATION:

**Michigan State University** Aug 2015-May 2017

East Lansing, Michigan

Bachelor of Arts, Journalism

Minor: French

Study Abroad: Paris, France

**Stony Brook University** Aug 2013- May 2015

Stony Brook, New York