

# Alison Work

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buskirkcreative.com/alisonwork

## EDUCATION

### Grand Valley State University

April 2017

GPA: 3.7

B.A. in Film and Video, emphasis in  
New Media and Animation  
Minor in Business

#### Accomplishments:

Cross Country and Track & Field  
Student Athlete  
NCAA and GLIAC All-Academic  
Award Recipient

## SKILLS

Articulate Storyline 360

#### Adobe Creative Suite:

Premiere  
After Effects  
Photoshop, Illustrator  
Audition

Wix, DotCMS, Squarespace

HTML/CSS

## EXPERIENCE

### Digital Media Designer | Michigan State University Extension

Jackson, MI | Aug '18 – Present

- Developing interactive e-learning courses with Articulate Storyline 360 to provide engaging and accessible produce safety education
- Producing educational videos and animations to supplement produce safety trainings, growing the view count from less than 100 to 30,000 views to date
- Expanding outreach by producing a podcast, collaborating on a newsletter, and designing digital marketing materials
- Maintaining multiple websites, regularly re-evaluating to enhance user experience
- Conducting training sessions and consultations for various teams on digital media production and course creation
- Lead the design and development of the Michigan Produce Safety Team website, which has reached over 1,000 people across the country

### Digital Media Intern | Grand Rapids Sport & Social Club

Grand Rapids, MI | May '16 – Aug '16

- Produced weekly highlight videos, which received over 15,000 views and expanded the online presence of the company
- Responsible for all aspects of video production, including concept development, shooting, editing, and motion graphics
- Nominated for Outstanding Intern of the Year Award

### Social Media Intern | WKTV ("Feel Like You Belong")

Grand Rapids, MI | May '16 – Aug '16

- Maintained the website and YouTube channel by regularly updating with new content
- Designed and edited the newsletter
- Designed YouTube thumbnails to fit established brand standards