

Candace Ann Barnhill

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Education

MFA in Arts and Technology,
University of Texas at Dallas 2009
BA in English, BA in Journalism,
Southern Methodist University 2007
AA with emphasis in Journalism,
Eastfield College 2004

Knowledge and Skills

Video and Photography:

Adobe Premiere, Final Cut Pro 7,
Motion, LiveType, Soundtrack Pro,
QuickTime, Final Draft, Adobe
Photoshop, Sony HXR-NX5U, Panasonic
AG-HMC40, JVC GY-HM170U

Print and Web design:

Dreamweaver, Front Page, MS Publisher,
HTML, CSS, PHP, Javascript, Quark,
Adobe InDesign, Illustrator, Acrobat,
Apple iWork, Touchnet Store , Yahoo!
Store CMS, Camayak CMS, Wordpress
CMS, MAMP/WAMP

General Office:

MS Office, Access, FileMaker Pro

Social:

SEO, Google Analytics, AWStats, Buffer,
HubSpot, MailChimp, Emma, Constant
Contact

Facilitator trainer:

APO LEADS course Achieve

Trained facilitator:

APO LEADS courses Explore, Achieve
(teambuilding sessions)

Apprentice facilitator:

APO LEADS courses Discover, Serve
(Personality and project management
sessions)

Activities and Affiliations

Alpha Phi Omega

Section 41 Vice-Chair 2011-2012
Section 41 Chair 2012-2016
Chapter advisor (UTD) 2016-present
Chapter advisor (SMU) 2016-present

Big(D)esign Conference

Volunteer camera, audio board,
fill-in switch operator 2011

Jeffries Street Learning Center

Volunteer and mentor 2009-2011

Professional Experience

SMU Division of Journalism

Dallas, TX

Web maintenance and design

2018-present

Support SMU's Journalism Division with recently acquired news sites and magazine.

- Write HTML / create digital assets
- Design digital and video ad graphics
- Design rate card and media kit
- Maintain Wordpress news sites
- Sell digital advertising
- Develop Touchnet store

candacebarnhill.com

Garland, TX

Digital and web consultant / Owner

2010-present

Promote client businesses and organizations through graphic design, social media, web and video outlets. Develop and redesign client websites with Wordpress, HTML, CSS and basic JavaScript to incorporate evolving company style and existing digital assets while maintaining clients' ability to update their own assets. Clients include: Social Enterprise Alliance - North Texas Chapter, RichardMBowen.com, The Foundation for Responsible Television and more.

- Write HTML and CSS
- Create digital and print assets
- Create social media presence
- Assist existing social media teams
- Videographer
- Edit video in Final Cut 7 and Adobe Premiere
- Plan and maintain social media campaigns
- Market events, shows and publications
- Write and distribute email campaigns
- Manage site hosting and Wordpress accounts
- Interview for and write biographies
- Work with hosting companies for clients

Student Media Company, Inc. (SMU)

Dallas, TX

Operations/Advertising Manager, Interim Executive Director 2013-2018

Recruited, trained and advised teams for newspaper, yearbook, sales, marketing and production at SMU.

- Wrote HTML / created digital assets
- Marketed special publications
- Sold print and digital advertising space
- Laid out ad spots in newspaper
- Developed/maintained Touchnet store
- Developed procedure manuals
- Maintained FileMaker Pro database
- Laid out special publications
- Made publications press ready
- Managed student leadership

Talonstar

Plano, TX

Copywriter, Content Producer, Content Editor

2012-2013

Created and edited photos and videos, wrote and edited product descriptions, updated product websites and provided customer service across four retail sites and social media outlets. Sites include: visolproducts.com, elighters.com, eflasks.com.

- Wrote HTML / created digital assets daily
- Rekindled social media presence
- Photographed products for online store
- Wrote product descriptions
- Developed procedure manual
- Maintained MS Access database

The Guildhall at SMU

Plano, TX

Public Relations Intern

2007

Publicized academic program and student accomplishments in campus and local media outlets.

- Wrote press releases
- Edited website content daily