

Candace Ann Barnhill

(972) 454-0154 • candace.barnhill@gmail.com • linkedin.com/in/candacebarnhill

Education

MFA in Arts and Technology 2009
University of Texas at Dallas

BA in English 2007
Southern Methodist University

BA in Journalism 2007
Southern Methodist University

AA emphasis in Journalism 2004
Eastfield College

Teaching Experience

Trained facilitator:

Taught over 500 college students APO LEADS courses in project/meeting management and delegation, conflict resolution, how to build teams, and communication/self motivation. Average feedback rating of 90%.

Facilitator trainer:

Taught over 20 alumni to facilitate an APO LEADS course in how to build teams. Average feedback rating of 95%.

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

Professional Experience

SMU Division of Journalism

Web maintenance, design and publication

- Publishing advisor for SMU Look magazine
- Trained as studio engineer
- Acting engineer, 2019 Sports Broadcast Camp
- Assistant lecturer for Basic Audio and Video
- Teach faculty and students to publish site content via Camayak CMS
- Manage Wordpress for student news sites smudailycampus.com and smulook.com
- Manage GoDaddy account and site backups
- Transferred smudailycampus.com to new Wordpress theme
- Create advertising graphics for digital, television and print use
- Design digital and printed rate cards and media kits
- Developed and maintain Touchnet store to sell advertising online through SMU
- Sell digital advertising via Touchnet store

Dallas, TX
2018-present

candacebarnhill.com

Digital and web consultant/Owner

- Redesign and maintain client websites to incorporate company style
- Work with clients to improve search engine optimization on existing websites
- Teach clients to independently maintain and update digital assets
- Manage site hosting accounts and backup plans with hosting companies
- Promote clients and organizations across social media, web and video outlets
- Market events, shows and publications online
- Assist existing social media teams
- Write and distribute email campaigns
- Design digital and print assets for trade shows and campaigns
- Videographer for behind the scenes footage at television taping
- Edit conference videos in Final Cut 7 and Adobe Premiere
- Negotiate contracts with clients
- Manage company finances, quarterly taxes
- Hire and oversee subcontractors as needed

Garland, TX
2010-present

Student Media Company, Inc. (SMU)

Operations/Advertising Manager, Interim Executive Director

- Interviewed, hired and oversaw staff members
- Maintained contracts with equipment vendors, printers and photographers
- Managed bank accounts, tax records and financial responsibility for company
- Processed payroll through SMU's payroll software and company accounts
- Recruited, trained and advised student teams for newspaper, yearbook, sales, marketing and print production
- Taught students to use Adobe's Creative Suite
- Mentored students for special publications
- Developed and wrote procedure manuals to aid in training students in design, production, sales and marketing
- Oversaw and submitted contest entries for TIPA, CMBAM and other contests
- Created digital assets for advertising clients and internal marketing materials

Dallas, TX
2013-2018

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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

Mentor elementary through
high-school students 2009-2011

Experience, *continued*

Student Media Company, Inc. (SMU), *continued*

- Sold print and digital advertising space
- Placed advertisements in newspaper, yearbook, magazine, and special publications
- Developed/maintained Touchnet store to sell advertising online through SMU
- Maintained FileMaker Pro database of advertisers and yearbook content
- Communicated with pre-press department at Midway Press to ensure all publications were press ready and printed at optimal quality

Talonstar

Copywriter, Content Producer, Content Editor

Plano, TX
2012-2013

- Wrote product descriptions for engraved gifts across four online retail sites
- Photographed products for visolproducts.com, elighters.com, eflasks.com and pinkbridesmaidsgifts.com
- Developed company procedure manual on database management, product photography and copywriting for product listings
- Shot and edited product videos for online distribution
- Updated online retail websites daily
- Provided customer support across four retail sites and media outlets
- Rekindled social media presence on previously neglected company accounts
- Engaged with digital audience daily

The Guildhall at SMU

Public Relations Intern

Plano, TX
2007

- Publicized academic program and student accomplishments in campus and local media outlets
- Created media kits for distribution online and in print
- Prepared all assets for visiting reporters
- Wrote press releases daily
- Edited website content daily

References available upon request