

PETRA ALYSE MITCHELL

DIGITAL ARTIST | PETRAMITCHELL.COM

Philadelphia, PA

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EDUCATION

TEMPLE UNIVERSITY, Klein College of Media and Communication, Philadelphia, PA

**B.A. in Media Studies and Production, Media Business and Entrepreneurship Concentration
Minor in Theater**

May 2023 | GPA: 3.90 | University Honors Program | *Temple University Dean's List 2019 - 2023*

EXPERIENCE

Freelance Digital Artist

Philadelphia, PA

May 2020 - Present

- Lead communication and collaboration with a diverse client base to produce custom digital content, curating projects from initial concept to final delivery
- Specialize in designing and creating digital media across various mediums, including photography, videography, editing, digital drawing, and graphic design

Notable Projects:

TUCKER LAW GROUP LLC, Killarney, Ireland

Nov 2022 - Apr 2023

- Created artwork, presentation design, and technical direction for a high-impact live address delivered at the International Academy of Trial Lawyers conference in Killarney, Ireland

TEMPLE UNIVERSITY OFFICE OF INSTITUTIONAL ADVANCEMENT, Philadelphia, PA

Mar 2023 - May 2023

- Spearheaded unique video production for Temple University's annual Acres of Diamonds Gala presented at Citizens Bank Park

Digital Media Content Producer

OFFICE OF EVENTS, Temple University, Philadelphia, PA

Jun 2021 - Aug 2023

- Produced a wide range of original digital content for Temple University's events department, encompassing writing, photography, videography, graphic design, and digital artwork for university events and communications
- Managed the development and documentation of various projects simultaneously, maintaining organization and ensuring unified brand representation across all content platforms.
- Acted as an on-site manager and photographer for honored guests at university sporting and professional events

Production Crew

TEMPLE ATHLETICS SHOW, Temple University, Philadelphia, PA

Jan 2023 - May 2023

- Contributed to the live production of Temple University's 'Temple Athletics' talk show for TUTV, and Temple University Lacrosse Game for ESPN+
- Fulfilled studio positions including director of floor operations, camera operation, audio monitoring, and composition of live graphics for talk show production
- Served as a primary point of communication with ESPN+ for the live broadcasts of Temple University Lacrosse Games

SKILLS

ACCOMPLISHMENTS

- Adobe Creative Suite (Photoshop, Premiere Pro, Lightroom, After Effects)
- Social Media Platforms (Instagram, Facebook, Tik Tok, YouTube)
- Google Suite (Drive, Docs, Sheets, Slides)
- Microsoft Office Suite (Outlook, Excel, Word, PowerPoint)

- Certificate: American Sign Language
- Certificate: Global Communication Professional: *The Entertainment Business in London*
- Certificate: Best Research Paper, MSP Awards 2021