

# Andrew Russell

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## EXPERIENCE

### **Indiana University - Bloomington**

Digital Media Specialist for the Office of Student Life

March 2023 - Present

- Oversee all visuals for use in University Student Life marketing campaigns
- Develop and collaborate on all marketing and social media strategy
- Oversee all outgoing social media
- Develop, create, and produce picture stories, photo essays, written stories, and videos for campus social media
- Research, set up, and conduct interviews
- Managed and mentored student photographers and interns
- Produce and edit video
- Managed scheduling and assignments for photo staff

### **University of North Carolina - Chapel Hill**

Journalist for the Office of Research Communications

November 2021 - March 2023

- Oversaw all visuals for use in university marketing campaigns
- Developed and collaborated on all marketing and social media strategy
- Oversaw all outgoing social media
- Developed, created, and produced picture stories, photo essays, written stories, and videos for campus social media
- Researched, set up, and conducted interviews
- Produced and edited video

### **Kutztown University - Kutztown, PA**

University Photographer and Head of Social Media Content

January 2019 - November 2021

- Oversaw all visuals for use in university marketing campaigns
- Developed and collaborated on all marketing and social media strategy
- Oversaw all outgoing social media
- Developed, created, and produced picture stories, photo essays, written stories, and videos for campus social media
- Researched, set up, and conducted interviews
- Produced and edited video
- Managed and mentored student photographers and interns
- Provided feedback, and collaborated with peers and colleagues to promote cross-functional communication and partnerships.
- Managed scheduling and assignments for photo staff

### **The Pittsburgh Post-Gazette - Pittsburgh, PA**

Assistant Managing Editor - Visuals

July 2017 - Dec 2018

- Managed a staff of 16 photographers
- Coordinated with over 80 reporters, copy editors, digital editors, production workers, advertisers, marketing teams, etc.
- Responsible for all visual content for a 225,000 circulation newspaper (print, web, and social media for the digital product)
- Generated assignments and projects
- Produced marketing and multimedia drives
- Coordinated with external, and national media relations and PR organizations
- Coordinated with editors, photographers, reporters, and subjects. Communicated and organized internal and external assignments
- Met aggressive timelines
- Managed department budget under strict constraints
- Developed reporting plans, mass media, and promotional strategies and initiatives.
- Created and managed Print budgets

**The Pittsburgh Tribune-Review - Pittsburgh, PA**

Assistant Photo Editor and Senior Photojournalist

Sep 2004 - July 2017

- Managed a staff of 14 photographers
- Coordinated with teams of over 75 reporters, copy editors, digital editors, production workers, advertisers, marketing teams, etc.
- Developed, created, and produced enterprise story ideas
- Developed, designed, and produced picture stories, photo essays, written stories, and videos
- Researched stories, set up and conducted interviews
- Produced and edited video
- Managed and mentored junior photographers
- Provided feedback, and collaborated with peers and colleagues to promote cross-functional communication and partnerships.
- Managed scheduling and assignments
- Responsible for the coordination of digital and print teams

**The Gaston Gazette - Gastonia, NC**

Staff Photographer, Oct 2000 - Aug 2004

Intern, Aug 2000 - Oct 2000

**The Saginaw News - Saginaw, MI**

Intern/Photojournalist

Jan 2000 - Aug 2000

**The Bloomington Herald-Times - Bloomington, IN**

Intern and PT Staff Photojournalist

Sep 1998 - Dec 1999

**EDUCATION**

Indiana University, Bloomington, IN

Ernie Pyle School of Journalism, Bachelor of Arts - May 1999

## **SKILLS**

Expert Nikon and Canon digital SLR cameras, Highly proficient in Photoshop, Photo Mechanic, Lightroom, and Final Cut Pro Digital Video Editing Suite. SME in digital media production systems (Soundslides, Quicktime, etc). Highly proficient in WordPress Website Design, deep understanding and experience in Content Management Systems (NewsEngine, DTI Editing Suite) and data analytics. Experienced in Copyright, Fair Use, and Defamation laws. Skilled in social media platforms and UI. Proficient in both Mac (preferred) and Windows OS.

## **AWARDS**

2018 Golden Quill Awards - Ed Romano Memorial Award - Videography  
2018 Golden Quill Awards 1st Place - Best Multimedia  
2018 Golden Quill Awards 1st Place - News Videography  
2017 Pittsburgh Black Media Federation Robert L. Vann Award of Excellence 1st Place - Newspaper Feature Photo  
2016 National Press Club - News and Feature Photography  
2016 Golden Quill Awards 1st Place - Sports  
2016 Golden Quill Awards 1st Place - Portrait Personality  
2016 Association for Women in Communications Clarion Awards - Best Sports  
2016 Association for Women in Communications Clarion Awards - Best Feature  
2015 Atlanta Photojournalism Seminar HM - Portrait Personality  
2015 Inland Press Association Clarion Awards 1st Place - Portrait Feature Photo Series/Essay  
2014 Northern Short Course 1st Place - Natural Disaster  
2013 National Press Photographer Photographer of the Year  
2012 Inland Press Association Clarion Awards 1st Place - Spot News  
2012 Inland Press Association Clarion Awards 2nd Place - Portrait  
2011 Inland Press Association Clarion Awards 1st Place - Feature Photo Essay  
2011 Society of Professional Journalists Keystone Awards 1st Place - Spot News  
2011 Society of Professional Journalists Keystone Awards 1st Place - Photo Story  
2011 Society of Professional Journalists Keystone Awards 3rd Place - Spot News Photo  
2011 Golden Quill Awards 1st Place - Spot News  
2010 Pittsburgh Black Media Federation Robert L. Vann Award of Excellence 1st Place - News Photo  
2009 PAPME 1st Place - Best Portrait  
2009 PAPME 1st Place - Best Feature Photo  
2008 PAPME 1st Place - Best Sports Photo, 2nd Place - Best Photo Story  
2008 Golden Quill Awards 1st Place - Sports Photo  
2007 Golden Quill Awards 1st Place Sports  
2003 North Carolina Press Association Journalism Contest 1st Place Spot News  
2002 North Carolina Press Association Journalism Contest 1st Place Photo Page  
2001 North Carolina Press Association Journalism Contest 1st Place Sports  
1999 Eddie Adams Workshop (aka Barnstorm XII)