

ARIANNA L. TWEEDY

MEDIA & COMMUNICATIONS SPECIALIST

- Experienced in visual design, communications, and media production/ post-production with a strong sense for aesthetics
- Skilled at simplifying complex information and integrating feedback to improve creative output
- Collaborative, adaptable, and driven by a desire for growth and professional excellence

CONTACT

MOBILE:

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135 W GILMAN STREET, MADISON, WI

WEBSITE:

<https://ariannatweedy.wixsite.com/creative-portfolios>

EDUCATION

University of Wisconsin, Madison

Degree: BA | Communication Arts |

Concentration: Radio, TV, Film

GPA: 3.70 | High Academic Honors

Graduation: May 10, 2025

Madison College | Madison WI

Degree: Associate of Arts | Arts & Humanities

GPA: 3.85 | High Academic Honors

Graduation: May 16, 2023

TOP SKILLS

- MS Office Applications
- Adobe Creative Applications
- AV Media Production & Editing
- Academic, SEO, WSEO Writing

RELEVANT ACADEMIC COURSES

- Media Production
- Digital Form & Design
- Advanced Editing & Post-Production
- Audio Design for the Visual Arts

FEATURED EXHIBITIONS

- UW Communications Arts Film Showcase | Dec 2023
- [Transformation & Reflection](#)
The Driftless Historium | 2020

HOBBIES & INTERESTS

- Fine Arts | Sculpture, Drawing, Painting
- Music | Piano & Percussion
- Photography
- Outdoor Recreation | Hiking, Tennis

VOLUNTEER ORGANIZATIONS

- Neighbors Helping Neighbors
- Dodge County Humane Society
- Henry Vilas Zoo

WORK EXPERIENCE

FREELANCE EVENT PHOTOGRAPHER, GRAPHIC DESIGNER, AND AV SPECIALIST

DEC 2023 – PRESENT

- Event photographer and lead graphics designer for Madison bands Possum Gator and Norman's Point.
- Created promotional and branding material for Norsk Fit & Athletic, LLC.; filmed commercial b-roll and client testimonials for online advertising, designed social media marketing posts and logos under a cohesive brand identity
- Videographer for a comedy sizzle reel of actor, comedian, and Alderwoman Dina-Nina Martinez-Rutherford, District 15, Madison Common Council, Madison, WI; filmed a live stage performance alongside audience testimonials.

MAD CITY WINDOWS & BATHS | MONONA, WI *FIELD MARKETING REPRESENTATIVE*

JUNE 2025 – AUGUST 2025

- Engaged with homeowners through direct, in-person outreach.
- Introduced Mad City's remodeling services and special offers through friendly and informative in-home selling stories.
- Generated leads and schedule free on-site product demonstrations.
- Ranked as a top 20% canvasser based on number of leads set.

MODA MAGAZINE | UW-MADISON, WI *GRAPHIC DESIGNER & PHOTOSHOOT STYLIST*

SEPT 2023 – MAY 2024

- Created graphic design assets for both online and print publications using a variety of styles and mediums, credited in both digital and print issues for Fall 2023 and Spring 2024: modamadison.com
- Consulted with client authors to design Informational graphics while maintaining a consistent visual style to accommodate both the authors' and publishers' expectations.
- Assisted with the execution of photoshoots; included the preparation and management of wardrobe, props, and A/V equipment.
- Coordinated large teams to streamline production processes on set.

WALGREENS | 1401 SPRINGDALE ST, MOUNT HOREB, WI *CUSTOMER SERVICE ASSOCIATE*

SEPT 2020 – AUG 2021

- Assisted customers via phone, at checkout, and in the photo lab, and helped to resolve customer complaints or concerns.
- Maintained product presence at-shelf, tracked store inventory, and promoted sales, charity, and loyalty programs.