

# BRENNAN A. CHECKALSKI

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Portfolio: [checkalskibrennan.wixsite.com/portfolio](https://checkalskibrennan.wixsite.com/portfolio)

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Dynamic communications specialist with experience in project management, social media content creation, and photography/videography in higher education and athletic environments.

## **Education:**

**The University of Wisconsin-Stout** - Menomonie, WI, May 2020

*B.S. in Professional Communication and Emerging Media*

## **Relevant Experience:**

**Visual Media Specialist** – University School of Milwaukee, Milwaukee WI

*May 2023 to Current*

- Collaborate with team members to plan, produce, and direct media that aligns with the school's mission, ensuring adherence to branding guidelines.
- Produce, film, and edit video footage for storytelling, enrollment marketing, advertising, and fundraising; contribute to storyboarding, scripting, logistics, and interviews.
- Capture still photography across campus and at events, supporting diverse marketing and communication needs for both print and digital media.
- Manage and coordinate third-party photographers for specific events and annual portrait sessions.
- Organize and maintain digital photo and video libraries, optimizing access for cross-platform media use.
- Develop photo galleries and slideshows for the website, social media, and other digital platforms.
- Maintain camera and video equipment; stay current on editing software through professional development.

**Multimedia Communications Specialist** – Maryville College, Maryville TN

*March 2021 to May 2023*

- Managed all aspects of Maryville College's official videography and photography, developing high-impact content for social media.
- Cultivated strong relationships with internal stakeholders and media contacts to ensure successful campaigns.
- Produced original video content for the college website, social media pages, and other marketing channels; as well as assist with live-stream events and podcasts.
- Maintained and monitored the official social media presence of Maryville College and develop strategies for college recruitment and fundraising.
- Collaborated with the overall Marketing & Communications team, as well as campus clients on creative projects and initiatives

**Director of Broadcasting** - Central Baptist Church of Oak Ridge, Oak Ridge, TN

*October 2021 to May 2023*

- Led the broadcasting team in all technical production areas, including video, media, lighting, and graphics.
- Provided in-house media and graphics for worship services, collaborating closely with team members.
- Supported the Television Video Ministry producer to resolve issues quickly, ensuring minimal disruption to services and events

**Additional Experience (Freelance):**

**Freelance Media Work -**

University of Wisconsin-Oshkosh Football

University of Wisconsin-Whitewater Football

University of Wisconsin-Milwaukee Basketball

University of St. Thomas Basketball

- Volunteered to capture photos and video at games
- Captured, edited, and distributed photos and videos after games to individual players and teams
- Edited game recap videos for social media distribution

**Freelance Photographer** - The Daily Times, Maryville, TN

*August 2022 to May 2023*

- Attended local sporting events, capturing high-quality photos for publication.

**Audio Visual Specialist** - Christ Lutheran Church, Menomonie, WI

*Spring 2021*

- Prepared and positioned audio, video, and lighting equipment for broadcasts and recordings, performing troubleshooting on all equipment as needed.
- Connected and configured AV setups to ensure high-quality broadcasting, while operating software to control
- Monitored live feeds to ensure high quality for viewers.

**Camera Operator/Live Streamer** - Bruce Public Schools, Bruce, WI

*Winter 2020 to 2021*

- Assembled and operated live-stream equipment for school events, ensuring stable connections and effective framing.
- Conducted equipment checks and efficient breakdowns after events.
- Operated camera equipment in the studio and at live broadcasts, ensuring connection was secure and stable for viewers.

**Video Communications Intern - The College Board, New York, NY**

*May 2019 to August 2019*

- Coordinated video shoots and assisted the production crew in creating content for The College Board media channels.
- Edited stop-motion videos, ads, and interviews for all channels.
- Worked with leadership and team members to produce high-quality, creative results on projects.
- Conducted 50+ interviews, captured B-roll, and networked with counselors for a summer project at NYU.