

Avalon Lustick

Multimedia journalist
www.avalonlustick.com

EXPERIENCE

Beatrice Ann Genco, Remote — Social Media Manager and Strategist

September 2018 - November 2018

In an effort to expand Genco's reach as an up and coming real estate agent in New York City, I create content to inspire engagement from her current and new audiences. It is my job to analyze Genco's social media analytics to drive as much traffic to her profile as possible.

NH1 NEWS, Concord, NH — *Digital Reporter*

December 2017- September 2018

As a reporter for NH1 News, I wrote articles about everything from daily news, listicles, and features. In addition to writing, I also wrote, produced, directed, and participated in videos and live broadcasts for the site. I was responsible for analyzing and posting on various social media platforms for the site too.

Binnie Media, Concord, NH — *Promotions Assistant*

September 2017 - December 2017

My responsibilities as promotions assistant included management and organization of promotional events and contest winners, creating engaging social media posts for our audiences, and directing and leading promotional events.

EDUCATION

UMass Amherst, Amherst, MA — *Journalism with a Film Certificate*

September 2013 - May 2017

While attending UMass, I studied journalism with a focus on multimedia storytelling. The classes I excelled in were Entrepreneurial Journalism, Writing About Pop Culture, and Visual Storytelling.

PROJECTS

91.1 WMUA - DJ, 3 years

"Help House" Web Series — *Producer*

"Nona" Short Film — *Producer*

15 Mt. Pleasant St.
Nashua, NH, 03064
(603) 233-8644
avalongiselle@gmail.com

SKILLS

Proficiency in Adobe Photoshop, Premiere, Audition, and Illustrator.

Formally trained in leadership skills.

Keen eye for viral content.

AWARDS

2018 Oscars and Razzie Champion awarded after I won an office competition predicting the winner of the award ceremonies.

Scott J. Bacherman Fellowship for dedicated service to 91.1 WMUA at UMass Amherst.

Titan Leadership Award for leading my own sustainable project with the goal of lowering plastic bottle waste and overconsumption.

Winner of the "Gentle Soul" award given out by the Orange Team at Pennichuck Middle School

Social Media

Twitter: @avalonlustick

Instagram: @avalonlustick

Facebook: Avalon Lustick