

Michael Gjellum

Marketing & Content Creation Specialist

Online Portfolio:

www.mgjellumphoto.com

EDUCATION

UNIVERSITY OF WYOMING

Master's Degree Communication Candidate (2023)

UNIVERSITY OF WYOMING

Bachelor's degree in Journalism (May 2020)

ADDITIONAL SKILLS

Narrative storytelling & photojournalism

Multimedia production (Video, Audio, Photography)

Social media management

Extensive use and knowledge of Adobe Creative Suites (Lightroom, Photoshop, etc.)

Collaborative communication

SEO and website design

Project management (led multiple grants and projects independently)

CERTIFICATIONS & AWARDS

Professional Photographers Association Member

Nikon Professional Services Member

2021 Novel Outreach & Education Photography Grant Awardee

2020 Creative Activities Grant Awardee

2019 Larsh Bristol Photojournalism Fellowship Awardee

2022 UW Art Show Purchase Award

1st place at *The Wildlife Societies* Photography Competition 2020

2021 Photographer at Famous Idaho Potato Bowl

Published in: Western Confluence Magazine, Laramie Boomerang, University of Wyoming Magazine, ESPN.

Experience

OUTDOOR RECREATION CONTENT CREATOR

University of Arkansas, Fayetteville, AR / July 2022 - Present

- Sole creator of the NWA Outside blog producing written and visual content for over 32,000 unique viewers. Also implemented SEO to rank on search engine platforms.
- Create photos and videos highlighting outdoor recreation in Northwest Arkansas to inspire and engage students, faculty, community members, and other stakeholders. Including recreation not limited to hiking, biking, and water activities.
- Regularly collaborate with members of the Communication and Marketing team to develop strategic content plans.
- Collaborate with other departments involved in outdoor recreation on campus to produce engaging content for social media, marketing, and advertising.
- Create visual and compelling content for the Walton College social media (Instagram, LinkedIn, Facebook) which currently has over 7,500 likes comments and shares. Posts reached over 230,000 users.

PHOTOGRAPHER AND MARKETING COORDINATOR

University of Wyoming Marketing, Laramie, WY / Sept 2021 - July 2022

- Demonstrated proficiency in using marketing strategies to generate web traffic.
- Developed and created content for marketing campaigns including web, social, photos, and graphic design.
- Created images and wrote copy for ads in the UWYO magazine.
- Created over 500 images of products (shirts, food, books, etc.) that matched brand guidelines and uploaded them to the University bookstore website.

ATHLETICS PHOTOGRAPHER

University of Wyoming, Laramie, WY / Sept 2021 - July 2022

- Adjust apertures, shutter speeds, and camera focus based on a combination of factors such as lighting, depth of field, and subject motion.
- Edit and deliver photos to appropriate departments for posting to social media with a quick turnaround.
- Use of multiple camera bodies and lenses for a variety of situations ranging from changing lighting conditions to unpredictable weather.

PHOTOGRAPHER & RESEARCH TECHNICIAN

University of Wyoming, Haub School of Natural Resources, Laramie, WY / June 2019 - Sept 2022

- Deployed and managed over one-hundred remote cameras for wildlife research and reviewed over 150,000 images a month for cataloging.
- Produced multimedia content (video, social media, photography) that was marketed to stakeholders.
- Collaborated and maintained communication with multiple recreational organizations and private landowners.

FREELANCE PHOTOGRAPHER

Michael Gjellum Photography, Laramie, WY / May 2016 - Present

- Determine project goals, locations, and equipment needs by studying assignments and consulting with clients or project leads.
- Employ a variety of specialized photographic materials and techniques.