

# Payal Patel

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## EDUCATIONAL BACKGROUND:

MARQUETTE UNIVERSITY, *Milwaukee, Wisconsin*

Graduated with Bachelor of Arts Degree: Broadcast Journalism, Electronic Communication, Public Relations, Spanish Literature.

## SPECIAL SKILLS/TRAINING:

- ✓ Spoken languages: English, Gujarati, Hindi, Urdu, Spanish and Portuguese; Currently learning American Sign Language.
- ✓ Knowledge in Microsoft Office, In-Design, Photoshop, Adobe Illustrator, Dreamweaver, iMovie.
- ✓ Experience with non-linear and linear editing (Avid, Final Cut Pro and tape-to-tape).

## WORK EXPERIENCE:

- SPORTSANDTHECITY.NET, *Sports Reporter, Website Administrator* Jan. 2011–Present
- Developed website to provide coverage of six major Chicago sports teams; Produced all web content.
  - Reported on local games/sporting events; Conducted interviews with players/coaches (streamed online).
- DIVERSITY SCHOLARS, *Communications Director, Social Media Manager* Oct. 2010–Present
- Helped develop strategies to meet the company goal of enrolling 125,000 deserving, underrepresented high school students into a web-based program designed to connect these students to colleges/universities that will present them with the best chances of academic success, and ultimately, decrease college dropout rates among minorities.
  - Designed creative presentations to raise awareness regarding the dropout crisis and encourage public involvement and participation in the solution through donations and student sponsorship.
  - Created strong marketing pieces and newsletters distributed to over 4,000 collegiate institutions throughout the U.S., 26,000+ participating students and families and all college prep programs involved in the project.
- NORTHWESTERN MUTUAL, *Office Manager* Sept. 2009–Jul. 2010
- Managed client service and relations; Scheduled appointments and maintained business calendars.
  - Headed all marketing projects; Coordinated presentations/promotional seminars with key organizations.
- MILWAUKEE JOURNAL SENTINEL INTERACTIVE, *Sports Reporter* Sept. 2008–May 2009
- Served as a beat reporter for Marquette University's men's and women's basketball programs.
  - Wrote sports news articles and feature stories for website affiliate, Sportsbubbler.com.
- WISN-TV CHANNEL 12, *Sports Department Intern* Apr. 2008–Sept. 2008
- Assisted the sports staff with day-to-day local sports coverage.
  - Gained experience on the field conducting interviews with professional teams and gathering footage.
  - Edited material using tape-to-tape editing systems and helped anchors write stories for newscasts.
- MARQUETTE UNIVERSITY TELEVISION (MUTV), *Sports Director, Reporter, Anchor, Host* May 2006–May 2008
- Led the sports department in successfully executing daily broadcasts and media operations.
  - Directed three sports shows per week and edited footage for show content via Avid editing software.
  - Helped the station gain its first live remote broadcast coverage of the Marquette men's and women's basketball and volleyball games in station history; Produced several of the remote broadcasts.
  - Served as on-air talent (sideline reporting, anchoring and hosting); Travelled with teams on road games.
- 620 AM WTMJ SPORTS RADIO, *Sports Department Intern* Dec. 2006–May 2007  
Summer 2006
- Assisted the sports staff with coverage of major local sporting events.
  - Conducted post game interviews regularly with Milwaukee Brewers and Milwaukee Bucks teams.

## ACTIVITIES/VOLUNTEER WORK:

- FUTURE ALL-STARS, *Founder and President* Aug. 2008–Present
- SPECIAL OLYMPICS, *Annual Summer Games Volunteer* Summer 2003–Present
- AIDS RESOURCE CENTER OF WISCONSIN, *AIDS Walk Coordinating Committee* May 2007–Sept. 2009
- CHILDREN'S HOSPITAL OF WISCONSIN, *Reach Out and Read Program Volunteer* Summer 2006–2009