

Lauren Crane

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EDUCATION

Davidson College

Davidson, NC

Bachelor of Arts, English Major and Digital Studies Minor

Major GPA: 3.55

Expected May 2019

WORK EXPERIENCE

Davidson College Athletics Marketing

Davidson, NC

Videographer

August 2016 – Present

- Assist in scripting video projects, directing shoots, and editing footage in post-production
- Produce graphic design content using Adobe Photoshop, Premiere, and After Effects
- Assist in live and post video production of Davidson Athletic events, including video board and video stream production
- Focus on video content for social media channels and DavidsonWildcats.com, including news features, hype/motivational videos, athlete personality profiles, highlight packages, and event promos

Sneakaway Studio

Davidson, NC

Game Artist for "Happy Baby" Game

June– August 2018

- Work with a team of 8 other individuals to create a beta version of a puzzle game app about empathy
- Use vector-based shapes in Photoshop to draw game characters and create sprite sheets for game animators
- Establish the game style based on color palette research
- Brainstorm and create seven environment packs following a color scheme and drawing objects to place in the scene
- Design the game home screen, progression screen, and app icon

Swimming World Magazine

Remote

Social Media Intern

May-August 2018

- Post to the Swimming World Magazine Instagram and Twitter each week for 17 weeks, creating Instagram stories, responding to direct messages, and live Tweeting
- Work remotely with a team of six other interns, communicating via email and GroupMe to create cohesive content
- Recommend SWM make the switch from a personal to business Instagram account, growing 6,000 new followers

CAMPUS INVOLVEMENT

Davidson College NCAA Division I Swimming and Diving

Davidson, NC

Women's Swimming, Varsity Team; Social Chair

August 2015 – Present

- Develop and improve time management skills by balancing a 20 hour-per-week training schedule with a full course load
- Gain valuable leadership and team-building experience as a member of the distance group
- Promote positive team culture by serving as Social Chair to organize team bonding activities

"Tally" Game Humanities Start-Up

Davidson, NC

Illustration & Narration

January 2018 – May 2018

- Work with a team of 9 other students and our professor to create a game about internet data collection and tracking
- Create graphic design for game characters, demographics awards, and various other images, icons, and graphics for the game using Adobe Photoshop and Illustrator; write plot development, character dialogue, and the game press release
- Create visual content and written script for the marketing video, created using Premiere and After Effects

Warner Hall Eating House

Davidson, NC

Member, T-Shirt Chair, Red & Black Ball Tickets/Invitations Committee

January 2016-Present

- Contribute to a women's social, service and academic organization by attending weekly house meetings and social events
- Create graphic design content for t-shirts for social events, philanthropic events, and general Warner Hall merchandise
- Fundraise for Red and Black Ball, an event for HIV/AIDS relief to send over \$40,000 to Mwandia Christian Hospital and RAINN

SKILLS

- Proficient in Adobe Programs (After Effects, Premiere, Photoshop) & Microsoft Office
- Comfortable shooting footage and setting up JVC camera, green screen, and lighting
- Experience in web design using HTML, CSS, Javascript, and WordPress
- Wrote iBook titled *5 Steps to a Faster Freestyle*, included video, photography, and digital design (2015)

References available upon request