

# Britton Aitana Paola Struthers-Lugo

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## EDUCATION

**Northwestern University** | Evanston, IL Expected September 2025

*Medill School of Journalism, Video and Broadcast*

- Master of Science in Journalism, specializing in Video and Broadcast.

**University of St Andrews** | Scotland

June 2022

*Master of Arts (Joint Honours)*

Film Studies and International Relations.

Undergrad dissertation: La Resistencia - Exploring Reggaetón Music:

Discourses and Contributions to the Upheaval of Oppressive Institutions and Knowledge in Puerto Rico.

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## SOFTWARE SKILLS

- Adobe Creative Cloud (Premiere, Photoshop, InDesign).
- Microsoft Office/Google Suite.
- Canon DSLR (Photography & Videography).
- Sony FX6 / FX9 (Videography).

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## LANGUAGES

- Spanish (conversational, limited working).

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## WORK HISTORY

Tribeca Film Festival | New York City, New York

June 2024 - June 2024

### **Jury Liaison**

- Assist SVP of Special Events and Artist Relations with event production and logistics.
- Manage schedules and ad hoc tasks for VIPs and talent with ease and professionalism.
- Assist the International Narrative Features jury members with all logistics of festival, including overseeing red carpets, screening arrivals and departures, special events attendance, transportation and all other needs.

European Tour Productions / IMG | London, England

November 2022 - January 2024

### **Assistant Producer (Live) - Present**

- Played a pivotal role in production of 27 live European Tour Golf programs, including 151st Open and 2023 Ryder Cup.
- Assistant Producer on Q-School: Making the Grade documentary.
- Demonstrated versatility by taking on various weekly responsibilities, such as Statistician, Scoring AP, Comms AP, News AP, and Graphics Producer, ensuring smooth production workflows.
- Produced statistics on players and golf courses to aid story of on-air content and viewer engagement.
- Edited with PremierePro and After Effects for world feed and DP World Tour socials.
- Collaborated with commentators, VT Edit, and camera operators to create captivating branded content, driving increased audience engagement.
- Wrote scripts for short features and single-camera shoots to aid commentary and develop live broadcast storylines.
- Filmed with Sony FX6 and FX9 for social content and documentary use.

On the Rocks Festival | St Andrews, Scotland

October 2018 - June 2022

### **Festival Director (previously Co-Head of Event)**

- Led for largest student-run arts festival in UK, attracting participants from throughout the UK and Europe.
- Planned festival, leading executive team of 10 and overall team of 30, overseeing Events, Logistics, Finance, Marketing and Design, Programming, Social Media, Press, Venues and Tech, and Community and Outreach teams.
- Oversaw organization of over 90 events since 2019, most sell-out events with strong reviews.
- On-site project manager responsible for communications, venue coordination, scheduling, budgets, contracts, and risk assessments.

- Guided graphics team in all content development, to ensure aesthetic consistency across all online platforms.

companiions | London, England

June 2021 - December 2021

### **Marketing and Customer Success Specialist**

- Onboarded and led clients into companiions' ambassador program.
- Managed and scheduled client phone calls, video calls, and email calls.
- Assisted Chief Marketing Officer with development and execution for social media campaigns, posts, and takeovers across Instagram, Facebook, TikTok, Twitter, NextDoor, and LinkedIn.
- Created graphic and video assets for social media, promotional materials, and investors using PremierePro, After Effects, Photoshop, and Illustrator.
- Devised and implemented strategy for all digital branded content, including weekly social media and email marketing send-outs.

St Andrews Charity Fashion Show (FS) and Starfields | St Andrews, Scotland

March 2019 - May 2022

### **Head of Graphics, Head of Public Relations**

- Led Graphics and PR team for oldest charity fashion show in UK, and largest in Scotland, raising over 570,000 in past 30 years with 1,500 guests per show.
- Corresponded with PR team and Creative Director to create creative content masterplan, organizing dates, locations, and all logistical details for photoshoots, graphic and video development, and PR releases.
- Devised creative strategy for all visual content.
- Produced and curated all branded content using the Adobe Creative Cloud platform and Cinema4D.
- Liaised with musicians and agents to produce and develop visual content for social platforms.

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## **HONORS AND AWARDS**

**Paulsen Family Scholar** | Chicago, Illinois

September 2024 - Present

*Northwestern University*

- Awarded to one Northwestern student every year to aid in pursuit of academic and professional excellence.

**Honorary Life Membership Award** | St Andrews, Scotland

June 2022 - Present

*University of St Andrews*

- 2022 recipient of the Honorary Life Membership Award: "A gift given by the Students' Association to individuals in recognition of their outstanding contributions to enhancing the St Andrews student experience through voluntary work. Honorary Life Membership is not something that the Students' Association bestows lightly, and the Awards Committee looked for evidence that nominees had shown extraordinary determination in their appropriate field and had gone above and beyond their duties."

**Bruce Turner Award Nomination** | St Andrews, Scotland

June 2022 - Present

*University of St Andrews*

- One of three students nominated for the 2022 Bruce Turner Award: "This award recognizes one student each year who makes an outstanding and exceptional contribution to the activities and events that enhance the student experience during their time at St Andrews."