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CONRAD HENSCHEL

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Current Address:
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EDUCATION

University of Virginia, Charlottesville, VA
Major: Mathematics, Expected Graduation May 2027
Regent's University London, London, United Kingdom
UVA London First Program

August 2023 - Present

September 2023 - December 2023

EXPERIENCE

Icarus Medical Innovations, Charlottesville, Virginia

Marketing Intern

January 2026 - Present

- Create written, visual, and video content for marketing campaigns across digital, social, email, and web channels
- Produce instructional and product launch videos for new product releases
- Prepare sales tools, presentations, and product sheets for internal teams and external use
- Collaborate with the Marketing Manager to design and build materials for conferences, events, and trade shows
- Track and organize marketing performance data in CRM and reporting tools to support analysis and optimization
- Conduct market analysis and present marketing strategy proposals to the Marketing Manager and CEO

29News WVIR-TV, Charlottesville, Virginia

Technical Media Producer

October 2025 - January 2026

- Operated live Wednesday and Thursday nightly newscasts (8 p.m.–12 a.m.) and overnight weekend programming (12 a.m.–8 a.m.)
- Supervised newsroom control systems including video switchers, audio boards, graphics, and automation software
- Coordinated with producers, anchors, and directors to troubleshoot technical issues in real time and maintain broadcast continuity
- Edit teasers for live and recorded packages, cue video packages and advertisements via Mediabank

WUVA News, Charlottesville, Virginia

Vice President and Editor-in-Chief

February 2025 - October 2025

- Oversaw newsroom operations, supervising a 15 person team of student journalists, editors, and producers to deliver timely and high-quality multimedia news content
- Led editorial planning, assigning stories, setting deadlines, and maintaining journalistic standards across WUVA's digital platforms
- Edited video packages, scripts, and web stories for accuracy, style, and visual impact. Coordinated coverage of UVA and local events, driving a 15% increase in audience engagement on YouTube
- Collaborated with board members to develop content strategy, organize staff schedules, train new reporters and producers, and manage WUVA's \$1.5 million endowment
- Strengthened WUVA News's Instagram presence through consistent branding and audience-focused storytelling, driving a 200%+ increase in audience engagement

Journalism Intern

June 2024 - August 2024

- Developed proficiency in journalistic story structure, Adobe Premiere Pro, Adobe Photoshop, and professional camera operations.
- Reported on local business start-ups and college athletic controversies, producing feature stories such as coverage of OK Energy's development and an exclusive interview with sports journalist Jerry Ratcliffe on NIL concerns

Sarraille & Associates, Washington, D.C.

Health Technology and AI intern

June 2025 - August 2025

- Researched the use of artificial intelligence in healthcare, emerging health technologies and their effectiveness, adoption rates, and impact on patient outcomes
- Wrote reports translating findings into actionable insights for stakeholders, covering a new ML model designed to predict diabetic retinopathy; hospital use of AI without bias evaluation; and the promise and pitfalls of AI applications in healthcare, along with a potential solution

VOLUNTEER EXPERIENCE

Winter4Kids, Vernon, New Jersey

Ski Instructor

December 2023 - December 2023

- Taught beginner ski lessons to elementary students

Superdance Fundraiser, Falls Church, Virginia

Accountant Team Member

September 2022 - November 2022

- Created and utilized a bookkeeping Excel sheet to manage \$400,000 worth of donations for a fundraiser event at Bishop O'Connell High School

RELEVANT SKILLS

- Adobe Premiere Pro, Adobe Photoshop, Adobe Express, CapCut, Mediabank, MS Excel, Logic Pro
- Audio Production, Video Production, Mic Setup & Signal Flow

EXTRA-CURRICULARS

- Music Producer — Collaborated with UVA music majors to create soft-rock and experimental hip-hop tracks using Logic Pro
- Chi Psi Fraternity - Member