

# NATALIE ROSE AMEND

## PROFILE

Multimedia enthusiast  
passionate about the power  
of visual and digital storytelling.

## EDUCATION

### University of Wisconsin - Madison

B.A. Reporting + Strategic Communication  
GPA: 3.5 | Major GPA: 3.8  
September 2011 to May 2015 (projected)

## SKILLS

Illustrator | Photoshop | InDesign  
Dreamweaver | Audition | Pro Tools  
HTML5 | CSS | JavaScript | jQuery | d3  
ArcGIS | Wordpress | Excel | Word  
PowerPoint | AP Style

## INTERESTS

Writing | Editing | Curating  
Graphic design | Data visualization  
Content strategy | Web design | UI/UX  
Cartography | Social media | AP Style



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## EXPERIENCE

### News Intern | *Isthmus*

January 2015 to present

Write online breaking news and print features under supervision of the News Editor and Editor. *Isthmus* is an alternative weekly with a circulation of 61,000.

### Editor-in-Chief | *Curb Magazine*

September to December 2014

Assign and edit print and multimedia pieces. Oversee development and execution of print, online and mobile versions. Oversee editorial, business, design and online departments. *Curb* is an annual Wisconsin lifestyle publication produced by UW-Madison journalism students with a circulation of 10,000 around Wisconsin. In 2012, the Society of Professional Journalists named *Curb* Best Student Magazine.

### Program Director | WSUM 91.7 FM

December 2013 to January 2015

Direct all on-air output of WSUM, UW-Madison's student radio station. Coordinate and lead training for an average of 100 prospective DJs each semester. Create program schedules for over 200 DJs' programs. Curate and schedule automated programming using MusicMaster and BSI Simian. Supervise Assistant Program, Production, News and Sports Directors. Revised our DJ training curriculum, emphasizing a more hands-on and listener-focused approach to DJing. Received Wisconsin Broadcasters' Association's Student Leadership Award during my term.

### Web Communication Specialist | UW Law School

June 2013 to present

Edit University of Wisconsin Law School's website using multiple content management systems. Specialize in HTML and CSS editing. Implement SEO and content strategies. Write news articles. Create banners using Illustrator. Edit photos using Photoshop. Design student organization websites using Wordpress. Assist Director of New Media with photo and publication archives.

### Music/Assistant Program Director | WSUM 91.7 FM

December 2012 to December 2013

Spoke to national record promoters and labels weekly to obtain new releases. Reported to *College Music Journal*. Created WSUM's first digital new music database. Renovated and restructured our music automation system, adding over 2000 new songs. Led two roundtables on automation systems and music director tips at the national 2013 College Broadcasters, Inc. conference in San Antonio. Covered Bonnaroo, Pitchfork and Riot Fest on-air and online.