

Shane Kiefer

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Career Focus

I am a recent graduate of Bucknell University with a B.A. in Economics and concentrations in Psychology & Environmental Studies. I am looking for an opportunity to enrich my knowledge and experience within one of two different potential career focuses: photojournalism or a marketing/management position within the advertising industry. My focused goal is to garner a job in one of these fields.

Although my degree is in Economics, I have received a well-rounded liberal arts education which will enable me to achieve success with a diverse range of opportunities. I am a detail-oriented worker with strong technical skills and the ability to learn concepts quickly.

Summary of Skills

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| • Photography | • Critical thinker | • Graphic Design & Visual Layout |
| • Leadership abilities | • Writing | • Outstanding interpersonal skills |
| • Aperture, InDesign, Photoshop, Keynote | • Quick learner | • Planning & event coordination |
| • Microsoft Office (Word, Excel, PowerPoint) | • Marketing and advertising | • Video and audio editing |
| • Attention to detail | • Extremely organized | • Fundraising, cold calling |

Education and Coursework

Bucknell University '14

B.A. Economics (with Psychology & Environmental Studies concentration)

- Deans List, Fall 2010-Spring 2011, Spring 2014
- High School Diploma: In the top 2% of graduating class
- National Merit Scholar: Commended
- Extensive work in high school with marketing, photojournalism, and graphic design

Experience

Photography:

- Freelance photographer with a developed portfolio of work; award-winning photography.

Design:

- Very capable in all aspects of graphic design, member of the high school yearbook production staff. Took photos, worked with businesses to secure advertising, designed majority of the book's layout, staff writing.
- Summer internship with Bucknell University's Media & Athletic Communications Department. Designed media and recruiting guides for Division I sports programs as well as local business multimedia. Emphasis on not only design layout, but also article writing.

Customer Relations:

- Employed through Bucknell University as a student caller for the Annual Fund. Very comfortable dealing with the public.
- Employed for seven years as a product marketing assistant at an organic produce market. Extensive work with the public.

Fundraising & Interpersonal Skills:

- Singlehandedly spearheaded fundraising effort for Bucknell University Men's Volleyball program, raised approximately \$4,000 to fund team's 2012 trip to Nationals in Kansas City, MO. Procured appropriate list of alumni, made cold-calls every night from dorm room, undertook effort without requiring the aid of university alumni office; commended for a remarkable job by Annual Fund and Alumni relations department and offered job as a student caller for the department as a result. In 2013 and 2014, made similar efforts to secure funds for return trip to Nationals, successful in raising funds to attend in Dallas, TX and Reno, NV. During 3 year captaincy, raised approximately \$20,000 for volleyball team. Gained extensive experience in management and public relations skills.
- During employment as student caller since May 2011, raised approximately \$50,000 for University from approximately 350 donations.

Coaching & Leadership:

- President and Captain of Bucknell University Men's Volleyball team for 3 years.
- Member of Bucknell Presidential Athletic Leadership Committee.

Work History

Student Caller: May 2011 to May 2014
Bucknell University – Lewisburg, PA

High School Tennis Assistant Coach: February 2011 - June 2013
Mifflinburg Area High School – Mifflinburg, PA

Product Marketing Assistant: May 2006 to Present
William Callahan – Mifflinburg, PA

Annual Fund Office & Athletic and Media Communications:
Summer 2013- Spring 2014 at Bucknell U. – Lewisburg, PA

Sample Portfolio of Photography - <http://kieferphotography.blogs.bucknell.edu/galleries/>

References, Full Portfolio of Photography & Graphic Design Work - available upon request