

# JESS RAPFOGEL

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## HELLO

I'm Jess, a visual journalist with a passion for storytelling. I welcome you to view my portfolio at [www.jessrapfogel.com](http://www.jessrapfogel.com).

## EDUCATION

**ELON UNIVERSITY** | MAY 2019  
Communication Design (B.A.)  
Strategic Communications (B.A.)  
*Magna Cum Laude*

**SEMESTER AT SEA** | FALL 2017  
*VP of Photography Club*

## AWARDS & HONORS

- National Winner: SPJ 2018 Mark of Excellence Award for Sports Photography
- Live Oak Communications Excellence in Creative Content Distinction in Account Management
- Finalist: Photographer's Forum Best of College Photography
- Elon Engagement Scholarship
- President's List & Dean's List
- Lambda Pi Eta Honor Society
- Karen Yahara Service Award

## SKILLS

**SOFTWARE:** Photo Mechanic, Adobe Photoshop, Lightroom, Illustrator, InDesign, Premiere Pro, After Effects, Bridge, and Prelude.

**PHOTOGRAPHY & CINEMATOGRAPHY:** Sony & Canon systems. Strong understanding of creative and technical aspects of photography and cinematography.

**SOCIAL MEDIA:** Facebook, Twitter, Instagram, Snapchat, LinkedIn, and WordPress.

**CODING:** HTML, CSS, and JavaScript.

## LEADERSHIP & SERVICE

### BIRTHDAY WISHES OF LONG ISLAND

*Co-founder (2008), PR & Content Coordinator (2014 — Present)*

- Co-founded a non-profit that provides birthday parties for children in 81 homeless residences
- Manage PR initiatives and create custom graphics, videos, and photos for promotions

## EXPERIENCE

### DIGITAL MEDIA INTERN

*Washington Capitals* | Sept 2019 — Present

- Photograph action and special events
- Support the digital media team with video, design, and social media tasks
- Monitor social media analytics to track performance

### FREELANCE PHOTOGRAPHER

*Times-News Burlington* | Oct 2018 — May 2019

- Covered local events, athletic games, and features for Alamance County's daily newspaper (circ. 20K Sunday, 18K Daily)

### PHOTOGRAPHER

*Elon Athletics* | Aug 2018 — May 2019

- Photographed Elon University athletic events for social media, websites, and promotional materials

### PHOTOGRAPHER

*Elon News Network* | Jan 2018 — May 2019

- Photographed on-campus and local social, academic and athletic events
- Designed graphics and contributed written pieces about Elon events and developments

### CREATIVE CONTENT PRODUCER

*Live Oak Communications* | Jan 2016 — Dec 2019

- Executed photo and video work for clients
- Previously served as Account Executive and Account Supervisor

### 1ST AC, ASSISTANT PRODUCTION DESIGNER

*Cinelon Productions* | March 2018 — May 2019

- Worked as 1st AC for latest production, "Smudge"
- Assisted in all aspects of production design for an advertisement for Blue Ribbon Diner

### VIDEO INTERN

*Wray Ward* | June — Aug 2018

- Served as PA on set for video and photo shoots
- Edited videos for major agency clients using Premiere Pro and After Effects
- Developed video concepts and animations for an integrated marketing campaign

### SUMMER INTERN

*Zimmerman/Edelson, Inc.* | June — Aug 2017

- Produced press releases and photo captions, designed graphics, edited videos, and created social media content
- Maintained communication with client's CEO as project liaison for the ZimmEdU Intern Project