

LINDSEY TOOMER

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EDUCATION

Pennsylvania State University • Donald P. Bellisario College of Communications • Class of May 2021 • Intended Bachelor of Arts in Digital & Print Journalism and Global & International Studies • Minor in French • GPA: 3.94/4.0

The Institute for the International Education of Students • Paris French Studies Program • Spring 2019 • Paris, France

EXPERIENCE

The Daily Collegian

Managing Editor

May 2020-present

- Read and edit every budgeted article from news, sports and lifestyle staff prior to publication, both online and in print
- Edit 30-40 stories a week for quality, accuracy, fairness in reporting, AP Style, grammar and organization
- Manage board of 13 editors alongside Editor-in-Chief and Digital Managing Editor, advising on content and story ideas
- Plan and supervise assembly of the Collegian's print product using Adobe InDesign, leading design of the front page

Opinion & News Social Media Editor

Aug. 2019-Dec. 2019

- Led board of opinion meetings 2-3 times a week, taking 15 editors' opinions into account to compose editorials
- Supervised staff of 4 weekly columnists, pitching column ideas and editing for accuracy and AP style
- Managed news staff's social media presence on Twitter and Facebook, sharing original content 15-20 times daily

News & Arts Staff Reporter, Senior Photographer

Jan. 2018-May 2020

- Reported on and photographed events on campus and within State College relating to assigned beats, writing 3 to 4 articles and photographing 5 or more events weekly. Assigned beats include diversity and culture and music.
- Wrote long-form, investigative feature stories on topics of interest to the Penn State community, tying topics of national importance to a Penn State angle

CommAgency Photo Division

Photographer

Aug. 2020-present

- Provide marketing photography for university clients, including studio shoots and event coverage
- Edit photos with Adobe Lightroom and remain in contact with clients to ensure satisfaction with final product

Student Programming Association

Special Events Chairperson

April 2019-April 2020

- Oversaw SPA's Special Events committee, working with 20-30 committee members to decide which novelty programs and comedians to bring to Penn State, holding at least one event each month
- Collaborated with 14 members of Administrative and Executive Board to plan Special Event logistics
- Remained in contact with middle agents and local venues to plan comedy acts once per semester

Concerts, Marketing, and Hospitality Committee member, Photographer

January 2018 - May 2020

- Assisted in running day-of-show operations, including load in and load out, crowd control, and hospitality for acts
- Helped create marketing plans for events, including poster designs, photography, and social media outreach

Bethel Woods Center for the Arts

Street Team Marketing Intern

June 2019-Aug. 2020

- Promoted the BWCA mission and summer schedule of events celebrating 50th anniversary of the historic Woodstock festival throughout surrounding communities
- Created social media campaign featuring BWCA volunteers who attended historic Woodstock festival
- Worked first hand with tour managers and artists as a production runner for pavilion concerts

SKILLS

Microsoft Office • Canon and Nikon DSLR systems • Adobe Photoshop, InDesign, Lightroom, Bridge and Premiere Pro • Mac & PC computer systems • AP Style • Social media including Facebook, Twitter, Instagram and Snapchat • Advanced writing, reading and communication skills in French