

EVA BARKETT

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EDUCATION

New York University, Gallatin School of Individualized Study May 2024 Concentration: **Visual Culture and New Media Advertising** with a minor in **Media, Communications, and Culture** (3.6) New York, NY

University of Sydney (Semester abroad)

Relevant Coursework:

- *Introduction to Media Studies, Marketing, Fashion in Context, History of Media and Communications, Methods in Media Studies, Media and Identity, Race and Media, Photography 1 & 2, Music Technology for Media, Digital Media and New Technologies, Film, Start Up Lab, Production Design, Design (Typography/Graphic Design) , Making the Magazine*

EXPERIENCE

Creative Content/Marketing Intern at **LINES NYC** Jan. 2023 – March 2024

- Created **social media** and **marketing** calendar/strategies to raise brand awareness and engagement
 - SEO optimization, Algorithm tracking, Trend tracking/Forecasting
- In charge of all social media platforms (TikTok, Instagram, Web Design)
- In charge of influencer outreach and brand partnerships
- Analyzed and documented trends and how to use them to our advantage
- Created mood boards, casting calls, video advertisements, and more

Entertainment Publicity/Marketing Intern at **FRANK PR (New York, NY)** Aug. 2023– Oct. 2023

- In charge of all press breaks
- Researched for all relevant media (social media, articles, newspapers, mentions)
- Handled all clientele operations and PR campaigns (Netflix, HBO, HULU, and more)

Freelance Photographer and Designer (New York, NY) 2021- Present

- Planned, produced, directed and edited photos/photoshoots & designed graphics for (clothing, books, and more)

Photography Studio Assistant at **The Photography Studio (Sydney, Australia)** Feb. 2023 – June 2023

- Assisted professional photographers backstage with photography equipment and any administrative duties
- Learned how to direct, manage models, and lead other assistants during production
- Organized staging, props, and obtained a solid foundation in using all lighting equipment
- Produced my own photoshoots with pointers from the professional photographers
- Participating in multiple workshops to further develop my photography and directing skills

TV Development/Business Intern at **MY Entertainment (New York, NY)** Sep. 2022 – Dec. 2022

- Found talent for TV Shows through online researching, social media, and talent agencies
- Developed, created, and pitched a TV Show (including talent, location, budget, structure)
- **Researched** all information for the TV shows pertaining to shooting locations, history, and character material
- Worked simultaneously with major TV Networks (Netflix, HBO Max, TBS, Hulu...and more)
- Actively participated in development meetings by sharing ideas on how to progress particular shows, initiatives, sales, marketing, and the company as a whole
- Help create **marketing** and **social media posts** for the TV production company as well as the TV shows

LEADERSHIP ACTIVITIES

Member, Steba Club (Stern and Tisch Business Association) & Gallatin Film Alliance Jan. 2021– May 2024

COMPUTER SKILLS

Microsoft Excel, Microsoft Word, PowerPoint, Adobe Creative Suite (Photoshop, Illustrator, InDesign) iMovie, DALI (AI), Final Cut Pro, Google Analytics

INTEREST

Marketing/Advertising, Public Relations, Business, Digital Media & Design, Photography, Graphic Design, and Videography) Film & TV/ Fashion / Music