

Addison Prentice

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EDUCATION

Bachelor of Science in Journalism, School of Journalism and Communication

University of Oregon: graduated Dec 2017

- Major: Journalism
- Minor: Business Administration

MEDIA EXPERIENCE

Publicist - Echo Park Marketing

Eugene, OR / Los Angeles, CA October 2017 - Present

- Create specialized interviews for clients to answer which highlight talents or worthy pursuits.
- Craft opening paragraphs for interviews, and format interviews into articles
- Write feature-style stories for clients which are submitted to publication contributors
- Coordinate media coverage for clients with various media channels including IGN, Huffington Post and BuzzFeed

Examples:

<https://currentartisan.com/2018/01/24/making-it-in-the-music-scene-in-2018/>

https://www.buzzfeed.com/vralphanator/a-splash-of-happy-color-media-marketing-with-am-2trhc?utm_term=.nxEgvrYOG#.lx0rOw1mR

<http://ventsmagazine.com/2018/01/29/symphony-screen-interview-ishita-sinha/>

<https://showbizbytes.com/media-marketing-in-the-21st-century-an-interview-with-dylen-postnikoff-f97244f5021a>

Cameraman - Lane United FC

Eugene, OR, April 2016-July 2016

- Filmed soccer games for public broadcast and streaming via YouTube.
- Set up camera equipment, including speakers and connecting various devices to an interface.
- Learned techniques that professional sports cameramen use in regard to framing and camera movement

Music Producer - Duck TV, University of Oregon

Eugene, OR, January 2016- March 2016

- Created original music to use for episodes of Duck TV.
- Recorded and produced other musicians and vocalists, while effectively communicating in order to modify song texture, recorded material and artistic direction.

Reporter - SOJC / University of Oregon

Eugene, OR January 2015 - Present

- Interviewed longtime Eugene politicians and current Lane County Commissioners Pat Farr and Pete Sorenson. Researched duties of local politicians and persevered in attempting to obtain interviews.

- Interviewed Portland local Thomas Wesley Howells, who verifiably escaped from a Mexican prison in Juarez in 1971.
- Interviewed local music teacher at Monroe Middle School and subsequently photographed a 6th grade band class.
- Interviewed small business owners Donna and Jim White, proprietors of two restaurants in Eugene, on the subject of minimum wage increases.

Branding – music artist & production for hire, APrentice Records

Portland, OR, November 2011 – June 2015

- Created alternative style music under the stage name ‘APrentice,’ acquired over 10,000 listens and 600 downloads from other users on Soundcloud.com; promoted brand via social networks and physical discs/merchandise.
- Was heavily involved in the filming, and produced the music for a PSA video in 2012 titled “Kids, Don’t Do Drugs,” which has 84,000 views on YouTube to date - <https://www.youtube.com/watch?v=PuMAtXhV4IY>.

ADDITIONAL WORK EXPERIENCE

Bar-back/Bartender - Sam’s on Franklin

Eugene, OR, June 2016 – Feb 2017

- Provided table service in restaurant and bar area. Handled/counted money from video lottery machines. Closed restaurant and bar at night on weekends, and learned how to handle fast-paced situations under stress.

Greenskeeper - McMenamins Edgefield

Portland, OR, June 2014 – Sept 2014

- Mowed and edged golf course in addition to preparing for estate events and concerts. Managed the condition of the surrounding property.

Business Intern - Upper Playground Fashion & Apparel

Portland, OR June 2013 - Sept 2013

- Designed and painted bags for customers. Learned how Upper Playground manages inventory as well as how the company builds relationships with artists and designers who create the artwork on products.

MEDIA & SOFTWARE SKILLS

- Recorded and edited audio files for nearly ten years via producing music for myself and other artists; familiar with most major music production software including Cubase, LogicPro and Reason.
- Final Cut Pro video software; compiled multimedia projects incorporating video, audio and photographs.
- Experience with microphones, digital cameras, video recorders, and other miscellaneous recording equipment.

REFERENCES

- Derek Sturman - President, Echo Park Marketing - 503.484.5967
- Donna White - Owner, Sam’s on Franklin - 541.556.6745 *Donna no longer owns Sam’s on Franklin as she sold the business in Spring 2017*

