

Charles H McCardell

Searching for a career in the digital marketing space using design skills gained from game development degree and social media focused minor.

PROFESSIONAL EXPERIENCE

Johnny Stewart, Pennsylvania — *Freelance Videography*

SEPTEMBER 2023 - PRESENT

Personal filmer and photographer for Johnny Stewart, a popular hunting influencer. Spending days at a time capturing the story of Johnny's hunting experience for his followers. Utilizing a "run-n-gun" style of filmmaking to create a captivating story that the audience can learn from as much as enjoy. Editing and posting photos, reels and videos for Instagram and YouTube.

The Untamed, West Virginia — *Videographer*

SEPTEMBER 2022 - DECEMBER 2022

Videoring and photographing outdoor excursions for The Untamed YouTube channel. A unique experience learning how to quickly and effectively operate a camera to capture wildlife, specifically big game animals such as whitetail deer and black bear.

Great Lakes Gaming, Rochester, NY — *Social Media Manager*

NOVEMBER 2020 - SEPTEMBER 2021

Planned and operated online and in person events for the gaming lounge startup. Expanded social media followings for the gaming lounge startup utilizing Twitter and Instagram. Planned, curated, and executed social media posts daily and during live events. Built an exciting, fun and positive community of gamers interested in video games and competitive esports.

University Arenas, RIT — *Brand Advancement Assistant*

AUGUST 2017 - AUGUST 2021

Promotional staff for Rochester Institute of Technology's Men's and Women's Division 1 hockey games. Collaborated with a small team to run fan-centric events before, during, and after games creating an entertaining and inclusive experience.

EDUCATION

Rochester Institute of Technology, Rochester, NY

AUGUST 2017 - MAY 2022

Bachelor of Science in Game Design and Development
Minor in Advertising and Public Relations with a focus on Social Media

EXTRACURRICULAR

Phi Sigma Kappa, Upsilon Tetartan Chapter — *President, Inductor, Recruitment Chair*

JANUARY 2018 - DECEMBER 2021

As President, led the Chapter to achieve our philanthropic goals with the Special Olympics, member development and new member recruitment and education.

New Student Orientation, RIT — *Supervisor, Leader*

APRIL 2018 - DECEMBER 2020

Guided Orientation Leaders in preparation for incoming students on topics from Title IX, campus safety, and college life at RIT.

New York, NY

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mccardellch.github.io/portfolio/

Instagram: @harrymcc99

Twitter: @harry_mccardell

SKILLS

Adobe Photoshop, Premiere Pro, Illustrator, Lightroom

Sony Mirrorless System

Content Creation/Planning

Twitter, Instagram, TikTok

Hootsuite, Squarespace

Front End Development

ACHIEVEMENTS

Hootsuite Certification in Social Media Marketing

Sigma Theta Gamma

Corporation Cardinal

Principles Scholarship is

awarded based on exemplary

display of the three Cardinal

Principles of Phi Sigma Kappa:

Brotherhood, Scholarship,

Character.

The Isaac L. Jordan Sr.

Endowed Scholarship

recognizes students with

leadership, citizenship, high

personal standards,

academics, and good morals.

HOBBIES

Cycling, Skateboarding,

Skiing, Hockey, Golf, Baseball,

Football, Cooking, Music,

Outdoors

