

MaryFrances Vorbach

Falls Church, VA | maryfrancesvorbach@gmail.com

With experience in digital, social, and visual content creation and marketing, I am seeking opportunities in the realm of entertainment, music, film, or marketing. I am most interested in a career in creative marketing.

CORE COMPETENCIES

- Analytical
- Collaborative
- Creative
- Detail-oriented
- Hardworking
- Motivated
- Organized

PORTFOLIO

maryfrancesvorbach.com

Scan the QR code to visit my website.



Photography Instagram account:
@mvphotography159

Social media work can be found at
gondola.cc/maryfrancesvorbach.

SIGNIFICANT SKILLS

- Audio Production and Podcasting:** Adobe Audition, Anchor, Audacity, REAPER
- Cameras:** Blackmagic, Canon, GoPro, iPhone, Panasonic, Sony
- Computer Programming:** CSS, HTML, Java
- Graphic Design:** Adobe Illustrator, Adobe Photoshop, Apple Motion, Canva, S'more, iPhone Editing Apps
- Mass E-mail:** Constant Contact, MailChimp
- Microsoft Office:** Access, Excel, PowerPoint, Word; Prezi; G Suite
- Photography Editing:** Adobe Lightroom, Adobe Photoshop, Camera Raw, iPhone Editing Apps, Photomechanic; FTP
- Video Chat:** FaceTime, Google Meet, Skype, Zoom
- Video Editing:** Adobe After Effects, Adobe Premiere Pro, Color Finale, Final Cut Pro, iMovie, iPhone Editing Apps
- Website Design and Management:** Adobe Portfolio, CSS, Finalsite, HTML, SEOs, Wix, WordPress

MARKETING AND MEDIA EXPERIENCE

Digital Media Associate at Bishop O'Connell High School // September 2020 - Present

- Works on a variety of communication and marketing efforts, including but not limited to social media, graphic design, website management, photography, video production, and written pieces.
- Assists the Admissions Office, Athletic Department, and Advancement Office when needed.
- Created the student DJO Athletics media internship program; manages 6+ student-interns.

VIDEO AND PHOTO EXPERIENCE

Freelance Digital Media Specialist // January 2012 - Present

- Self-taught photographer, videographer, and graphic designer.
- Photographer at professional soccer games (NWSL, USWNT, MLS) and cycling/cyclocross races.
- Photographer at live music and social events for DC Fray.

Visual Communications Intern at Greenpeace // May 2019 – August 2019

Assisted the visuals team at Greenpeace USA, to include shooting, editing, captioning, logging, organizing, and uploading of photos; graphic design for banners, online graphics, magazines, and signs; video editing; and archiving.

Video Assistant at Christopher Newport University // September 2017 - December 2019

Assistant videographer, production assistant, video editor, and camera operator for various CNU organizations.

SOCIAL MEDIA EXPERIENCE

Proficient with but not limited to Facebook, Flickr, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, Tumblr, Twitter (X), and YouTube. I have accumulated over 25,000 followers across various social media platforms and reached over 500,000 people. Metrics have varied over the years depending on account and platform.

Social Media Intern for So Kids Soar (formerly Dreams For Kids DC) // December 2020 – August 2021

- Assisted with social media, copywriting, graphic design, video editing, and photography.

Social Media Manager for Bishop O'Connell's Athletic Department // January 2017 – August 2020

- Renovated then remotely managed the Twitter account, created and managed the Instagram account, and created graphics for Bishop O'Connell High School's Athletic Department.

EDUCATION

Christopher Newport University | August 2016 - December 2019

Bachelor of Art in Communication – Concentration in Media

Minors in Business Administration and Digital Humanities

References upon request.