

# 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 media marketing.*

## CORE COMPETENCIES

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

## WEBSITE PORTFOLIO

maryfrancesvorbach.com

Scan the QR code to visit my website.



## SIGNIFICANT SKILLS

- **Audio Production and Podcasting:**  
Adobe Audition, Anchor, Audacity, REAPER
- **Cameras:** Blackmagic, Canon, GoPro Hero+, 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 Duo, Google Hangout, 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



@maryfrances\_v



@mvphotography159

Nearly all of my social media work can be found at [gondola.cc/maryfrancesvorbach](http://gondola.cc/maryfrancesvorbach).

## 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.

### *Marketing Specialist at Pranakriya // September 2020 - December 2020*

Worked on a variety of marketing, including but not limited to marketing trainings, website management, rejuvenating social media, mass e-mail, SEOs, analytics, blogposts, fundraising, and membership. Assisted with the complete restructuring of the Pranakriya School of Yoga Healing Arts.

## VIDEO AND PHOTO EXPERIENCE

### *Freelance Digital Media Specialist // January 2012 - Present*

- Self-taught photographer, videographer, and graphic designer.
- Rose Room Collective photographer for Washington Spirit/NWSL games.
- Photographer at live music and social events for DC Fray.

### *Athletic Video Production Student Assistant for CNU's Department of Athletics // November 2017 - December 2019*

- Assisted in filming live streams and cinematic video during games.
- Filmed for baseball, basketball, field hockey, football, lacrosse, soccer, softball, track and field, and volleyball.

### *Volunteer Video Assistant and Editor for CNU Studios // January 2018 - December 2019*

- Assistant videographer and production assistant, video editor, and graphic designer.
- Worked on cinematic short films for the softball and soccer teams as well as co-edited a student short-film.

### *Video Assistant for CNU's Office of Communications and Public Relations // September 2017 - August 2019*

- Assisted in setting up, filming, directing, and editing promotional content, fundraising/marketing videos, lectures,

## SOCIAL MEDIA EXPERIENCE

Proficient with but not limited to Facebook, Flickr, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, Tumblr, Twitter (X), and YouTube. I have accumulated at least 25,000 followers across various social media platforms and reached at least 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, graphic design, video editing, and photography.

### *Volunteer Remote Social Media Co-Manager for Bishop O'Connell High School's Athletic Department // January 2017 - August 2020*

- Renovated then managed Twitter account, created and managed Instagram account, and created graphics.

### *Social Media Manager for CNU's Women's Soccer Team // August 2019 - December 2019*

- Voluntarily assisted with social media management and graphics.

## INTERNSHIP EXPERIENCE

### *Visual Communications Intern at Greenpeace // May 2019 - August 2019*

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

### *Management Intern for Coach Wootten's Basketball Camp // June 2017 - August 2017*

- Assisted with communications, content creation, customer service, database input, marketing, and daily operations.

## EDUCATION

### Christopher Newport University | August 2016 - December 2019

Bachelor of Art in Communication - Concentration in Media  
Minors in Business Administration and Digital Humanities

## REFERENCES

Kathryn Haas - [khaas@bishopoconnell.org](mailto:khaas@bishopoconnell.org)  
Mary Jane Spurlock - [mjspurlock@bishopoconnell.org](mailto:mjspurlock@bishopoconnell.org)  
Joe Wootten - [jwootten@bishopoconnell.org](mailto:jwootten@bishopoconnell.org)