

Andrew Peabody

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Education

May 2025

Michigan State University | East Lansing, MI

Bachelor of Arts in Digital Storytelling

Concentration in Multi-Camera Production | Minor in Business

GPA: 3.4

- **Achievements:** Dean's list

Sept 2022- Present

Experience

Production Crew Member

May 2024- Present

Spartan Vision | East Lansing, Michigan

- Directed a student-led sports broadcast with a team of MSU Students to successfully execute several Sports Broadcasts.
- Familiarized myself with different sports and terminology to effectively communicate amongst the production team.
- Educated new crew members using effective communication by maintaining a strong understanding of each role.

News Director

Jan 2024- April 2024

Focal Point News | East Lansing, Michigan

- Produced and Directed a student-led newscast with a team of MSU Students to connect the Michigan State Community.
- Produced a show in a fast-paced environment that reached 200+ viewers.
- Familiarized myself with each role to effectively lead a 20+ person production team.
- Understood the needs of a variety of team members to execute a complete show.

College Campus Brand Ambassador

Feb 2024- Present

Bubble | East Lansing, Michigan

- Utilized Adobe Premiere Pro to market, sell and advertise Bubble products on social media resulting in 500+ views.
- Promoted content throughout the company and my personal network to increase views.
- Used creative and analytical thinking to generate new ideas to promote Bubble resulting in new customers.
- Increased engagement and sales by posting on Instagram, TikTok and word of mouth strategies.

Swim Coach

Sept 2023- Present

Trojan Aquatics | East Lansing, Michigan

- Demonstrated professionalism by communicating with parents, swimmers, and colleagues to resolve conflicts.
- Assessed each swimmer by skill level to create tailored practice sets that increased individual performance.
- Lead the Middle School Girls swim team to league championship by encouraging team spirit and team building.
- Overcome language barriers with 30+ swimmers using active listening skills.
- Maintain a high level of organization while generating meet lineups to achieve success as a team.

Multi-Cam Director & Camera Operator

Sept 2023- Dec 2023

Multi Camera production 342 | East Lansing, Michigan

- Considered blocking, writing and acting to direct sitcom skits and interviews to draw attention to current issues.
- Perfected framing, lighting and angles using studio cameras to execute the production with minimal error.
- Utilized Studio Cameras to get right angles, perfect framing and utilize camera exposure.

Skills

- **Technical skills:** Adobe photoshop, Adobe bridge, Adobe Lightroom, Final Cut Pro, Microsoft Excel, Google Sheets, Ross Expressions, Serato live, Inception, Luma Fusion and Pro Tools.
- **Equipment:** Studio cameras, JIB camera, teleprompter, audio soundboard, boom mic, handheld camera, lav mic, XLR & STI cables, Pioneer Dj controller, and DSLR Camera.