

# Jacob Catibog

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University of Georgia  
Athens, GA 30602

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## EDUCATION

**The University of Georgia**, *Grady College of Journalism and Mass Communication* Athens, GA Jan 2021 – Dec 2023

- **Majors:** Bachelor of the Arts in Advertising, Minor in Business and Certificate in New Media
- **GPA:** 3.87/4.00
- **Honors:** Zell Miller Scholarship (Full Tuition)
- **Relevant Coursework:** Media Strategy and Activation, Insights and Analytics, Social Media Analytics, Principles of Management, Principles of Marketing, Foundations of Graphic Communication, Brand Storytelling, Cannes Lions Festival Study Abroad Program

**Georgia State University**, Atlanta, GA Aug 2019 – Dec 2020

- **Majors:** Bachelor of the Arts in Film
- **GPA:** 4.0/4.0

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## PROFESSIONAL EXPERIENCE

**Terry Office of Marketing and Communication**, *Student Photography Intern*, Athens, GA Dec 2022 - Present

- Organized and executed photography requests from clients within a timely matter including headshots, portraits, and event photography while communicating with clients for their specific needs
- Captured and edited high quality videos for organizations that maintained a consistent and accurate use of Terry and UGA's branding and style
- Ingested and archived multimedia compositions and organized them according to Terry's standards for potential future marketing usage

**Division of Academic Enhancement – University of Georgia**, *Peer Tutor*, Athens, GA Aug 2022 - Jan 2022

- Tutored University of Georgia students in relevant coursework to help ensure success and understanding of key concepts within the Principles of Accounting, Marketing, Management, Advertising, and Public Relations.
- Scheduled one on one appointments with students and maintained an organized and appropriate area for students use as necessary when being tutored
- Provided feedback to both students and academic advisors of the student's progress and the instruction received during the appointment

**Talking Dog and Paw Print Agency**, *Digital Media Specialist*, Athens, GA Sep 2022 - Present

- Assisted non-profit clients to help organize events and fundraisers to raise money for them while also building connections between companies, sponsors, and potential donors
- Attended weekly meetings to provide and receive feedback from clients and advisors and attained the necessary skills for growing and expanding client's media platforms
- Composed and created detailed social media plans for clients to grow brand awareness and gather engagements on platforms such as Instagram, Twitter, and Facebook

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## RELEVANT EXPERIENCE

**Ad Club UGA**, *Member*, Athens, GA Sep 2022 - Present

- Built professional relationships with companies and attended networking events with peers to learn more within the advertising industry and explore potential career opportunities
- Participated in informational sessions and workshops ranging from guest speaker's professional experiences to career and job strategies within the field of advertising

**Content Creation**, *Photographer and Videographer*, Athens, GA May 2019- Present

- Produced high quality photos of clients and events ranging from portraits, headshots, graduation photos, product photos, and engagement photos
- Workshopped personal photoshoot and video ideas from the ground up to completion
- Volunteered as a photographer and provided exceptional photographs of the American Foundation for Suicide Prevention Walk hosted in Athens

**Richmond Hill High School Wildcat News**, *Director*, Richmond Hill, GA Jan 2019 – May 2019

- Directed a team of producers, videographers, and reporters to create a high-quality weekly newscast within the time amount allotted to the team
- Developed the script of the newscast and edited hours of footage into a 15-minute video that was broadcasted to over 2,500 students

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## INTERESTS

**Technical Skills:** Excel, PowerPoint, Word, Canva, Adobe Photoshop, Adobe Lightroom, Adobe InDesign, Adobe Premiere, Final Cut Pro, Facebook Analytics, Google Analytics, Outlook, Slack, Asana

**Interests:** Videogames, Thrifting, YouTube, Minecraft, Boxing, Vintage Shopping, Fashion