

# George Marshall

http://georgemarshall.net | 704.902.5998 | gm@georgemarshall.net  
7033 Strathmore St Apt 3 | Chevy Chase, MD 20815



## **Experience** **The German Marshall Fund of the United States** *Communications Coordinator* *Communications Assistant*

May 2016 – Present  
October 2013 – May 2016

Manage the organization's multimedia projects, including regularly producing podcasts, videos and social media campaigns. Serve as the official photographer for GMF events and travel internationally to document GMF's conferences, frequently as the sole representative of the communications team.

- Create infographics and animated videos to promote GMF's research across online platforms.
- Produce videos to introduce each main session at GMF's signature conferences that bring together world leaders, direct behind-the-scenes videos with local ENG crews, and craft graphics to promote the conferences on social media.
- Redesign of GMF's digital products, including branded motion graphics for videos and dozens of email templates.

**Results:** 34% increase in click through rate for the organization's weekly newsletter, which I author for an audience of over 30,000, and a 166% increase in total YouTube views from 2013 to 2014.

## **Freelance Digital Media Specialist**

December 2012 – Present

Provide graphic and website design, videography, and photography services for clients. Created and marketed a successful podcast for contemporary classical music and produced episodes monthly featuring interviews with composers. Designed and built a website in collaboration with hornist David Jolley as a tribute to late musician Wendell Hoss, assembling historic photos, articles and letters as an archive of his life.

- Designed event branding including backdrop and tradeshow banner for the Solutions Forum at Texas A&M University sponsored by Chevron and Intel.
- For DC-based music startup Flashband, filmed and edited 3-hour live concert, provided photography first Listening Party event and produced official promotional video.
- Crafted new logo, letterhead and other marketing materials and redesigned and migrated website for BW Tile Installation in Washington, DC. Provided site-wide search engine optimization.

**Results:** First search result rankings for most core keywords on Google.

## **Perfect Search Media**

*Design Intern (paid)*

January 2013 – July 2013

Served as project manager and lead designer on several web design engagements and performed search engine optimization for numerous clients.

- Managed Japan-based client CraftMyWay and created all mock-ups for site design.
- Designed and built custom WordPress widget for Kognitio data analytics company.

## **WDAV – Classical Public Radio**

*Digital Producer*

*New Media Assistant*

May 2012 – February 2013

June 2011 – August 2011

Produced both online and on-air content, including conducting in the field interviews and recording musical performances. Managed WDAV's family of websites during the summers of 2011 and 2012, including designing hundreds of ads, slides, thumbnails and graphics.

- During the hiring process for a new Digital Content Manager, was responsible for all online operations.
- Created site-wide graphics for WDAV's most successful membership campaign in years, one of which was featured on Charlotte Observer's *Critical Mass* arts blog.
- Wrote 27 page training manual on WDAV's online procedures and content management systems.

## **Education** **Northwestern University**

September 2009 – June 2013

**Major:** Digital Media; French Horn Performance **GPA:** 3.92

**Academic Honors:** Graduated *magna cum laude*; Student Marshal; John R. Galvin Scholarship recipient

**Skills** **General:** Videography and editing; photography; website and email design; infographics and animations; audio recording and mixing; copywriting and editing; social media; analytics; SEO; branding and logo design  
**Computer:** Adobe Premiere, After Effects, Audition, Photoshop, Lightroom, Illustrator, Dreamweaver; AVID;