

# Aurora Fenzl

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## EDUCATION

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### **Bachelor of Marketing Communications**

Emphasis: Photography

University of Wisconsin-River Falls (UWRF), May 2024

GPA: 2.89, Dean's List

### **Associates of Liberal Arts**

Minneapolis College

GPA: 3.50

### **Certifications**

Hootsuite Social Media Marketing Certification December 20, 2022

Semrush Digital Marketing Certification: Building a Social Listening Program October 5, 2023

Premiere Pro 2022 Essential Training December 21, 2023

## RELEVANT COURSEWORK

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### **Sports Marketing**, Fall 2022

- Developed semester-long project with a small team to market a fictional minor league baseball team.

### **Branding**, Spring 2023

- Coordinated with a team, analyzed local business who acted as clients and produced new branding solutions including assets such as logos, taglines, style guides, etc. Developed team and project management skills to execute quality in-person pitch presentations.

### **Intro, Advanced & Influencer Social Media Marketing**, Fall 2022, Spring 2023 & Fall 2023

- Learned core concepts and history of social media's practices and platforms. Applied coursework with a team to assist real world clients' by creating comprehensive audits of current social media use and developing content and plans for future use. Launched social media account for on-campus food pantry.

## EXPERIENCE

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### **Teacher**, *Kids Core*, Mound, Minnesota, October 2015 – August 2023

- Coordinated past and created new summer cultural competency curriculum that resulted in a state grant award
- Led and trained new team members in practical operations during onboarding
- Oversaw teams of teachers and aids on off-site field trips with students around the Twin Cities metro area to ensure fun and safe experiences
- Developed communication skills by assisting children and families with individualized care while collaborating with other teachers resulting in the needs of children being met.

### **Owner**, *Silver Ribbon Photo*, Mound, Minnesota, October 2019 – Present

- Professionally trained in managing large digital archives, increasing organizational and attention to detail
- Utilized various software such as Adobe Lightroom, Photoshop, Premiere to produce high quality content
- Incorporated creative direction of clients while on location to accurately portray them in portraits that capture their beauty and personality
- Established a small business which included tasks such as managing commercial branding and outreach along with various administrative tasks
- Dedicated time for pro-bono opportunities by providing free photos for local communities such as churches, summer camps and events

### **Center Aid**, *Wright County Community Action-Headstart*, Mound, Minnesota, September 2015 – May 2016

## TECHNICAL SKILLS

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**Virtual Meeting Platforms:** Zoom, Microsoft Teams

**Creative Design:** PowerPoint, Word, Adobe Lightroom, Adobe Premiere, Canva

**Social Media:** Facebook, Instagram, Snapchat, LinkedIn

**Photography Equipment:** Canon t6i, Ricoh Theta 360, GoPro, MIOPS system

## CAMPUS & COMMUNITY INVOLVEMENT

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**Social Media Coordinator,** *Students for Life – University of Wisconsin River Falls*, February 2022 – May 2024

- Established the club's brand, public relations, operating protocols, and digital presence
- Utilized social media channels to communicate club and special interest information
- Photographed events for purposes of content creation and promotion

**Member,** *Marketing Communication Club*, February 2022 – May 2024

**Member,** *Women in Business Club*, September 2022 – May 2024

**Member,** *Falcon Catholic*, September 2022 – May 2024

- Supports local campus faith community members by participating with club events and introducing new members and led devotional bible study

**Member,** *Dungeons & Falcons*, September 2022 – May 2024

**Member,** *Hathorn Hall Council*, September 2022 – May 2024

- Produced event flyer designs, ideated event activities, wrote budget/funding proposals

**Member,** *Hathorn Hall Residence Hall Association*, September 2022 – May 2024

- Attended weekly proceedings, kept funding ratified, pitched event funding requests

**Member,** *All Booked: UWRF Book Club*, September 2022 – May 2024

**Member,** *Horticulture Society*, January 2024 – May 2024

**Vice President,** *Cru - Minneapolis Community and Technical College*, September 2018 – February 2020

- Acted as vice president with duties including sitting on MCTC Student Senate, recruiting members, and facilitating events