

CAEL BYRNE



SUMMARY

- Ambitious Multimedia Journalist and professional writer with a wide range of publications.
- Passion for in-depth research on historical locations and local events.
- Trained in Leadership, Photojournalistic Skills, Video & Audio Editing, Graphic Design, SEO, Web Design, and Social Media
- Adept at conducting interviews and creating relationships with sources.
- Eagle Scout with recognition from former Mayor Dan Devine among other awards.

SOFTWARE

WordPress and Web Design
Google and Microsoft Office
Adobe Creative Suite

Instant Checkmate
Canva and Graphic Design
Instagram, Facebook, LinkedIn

SKILLS

Leadership Training
Qualitative Research
Interviewing
Open Records

SEO and Social Media Training
Professional Photography and Editing
Video & Audio Editing
AP Style

MEDIA EXPERIENCE

MEDIA MILWAUKEE

Multimedia Journalist

02/2024 to Current

- Gathered and researched news stories for multimedia projects.
- Researched archival materials including photos, documents, and recordings.
- Used SEO and WordPress to publish stories online.

THE UWM POST

Multimedia Journalist

04/2022 to Current

- Attended local events, taking photos and notes for feature stories.
- Organized and conducted interviews with event officials.

Photojournalist

09/03/2024 to Current

- Attended local events to take professional pictures for other writer's stories.
- Built up a database of stock photos for stories.

Head Editor

01/01/2025 to Current

- Edited stories and used SEO and Social Media to promote them.
- Came up with, and delegated stories to other Journalists. Planned out bigger projects.
- Organized educational presentations and guest speakers for meetings.

UWM JAMS SOCIAL MEDIA

06/2024 to 07/2024

- Created Graphics, Ads, and Videos using Canva.
- Scheduled and Boosted Posts on Facebook and Twitter.
- Created Strategies and Client Reports based on Ad Performance and Social Media Goals.

WORK EXPERIENCE

AMERICAN SCIENCE & SURPLUS

Retail Cashier

06/2021 to 07/2024

EDUCATION

BACHELOR'S DEGREE: JOURNALISM, ADVERTISING AND MEDIA STUDIES

Expected in 08/2025

University of Wisconsin-Milwaukee, GPA: 3.557

Classes: Public Speaking - College Writing 101 and 102 - Technical Writing - Introduction to Mass Media - Internet Culture - Media Writing - News Writing - Publication Design - News Literacy - News Reporting - Intro to Social Media and SEO - Media Ethics - Advanced Integrated Reporting - Freedom of Expression in the Digital Age - Pop Culture and Intersectionality in Social Media - Interviews and Interviewing - Intro to Creative Writing - Audio Storytelling

CURRICULUM VITAE

- All of these stories are available to view on my Portfolio Site -

PUBLICATIONS

THE UWM POST

04/2022 to Current

- UW-Milwaukee asks faculty to serve more than just knowledge
- Milwaukee Krampusnacht is The Ultimate Alternate Christmas Celebration
- Three UWM Professors Released Books this Month
- Midwest Gaming Classic is 200K sq ft of Free-to-Play Games
- What a Downer: Historic Downer Theatre Closes
- King Tut Experience Brings Ancient Egypt to Life
- Doors Open Milwaukee Celebrates its 50-Year Anniversary; Here's Ten Historic Places to Visit this year
- Doors Open Milwaukee comes to UWM: Eight University Locations
- New UW-Milwaukee Chemistry Building Opens With a Bang
- Hoan Bridge Lights up to Commemorate Indigenous Peoples' Day
- UWM's Thomas A. Greene Geological Museum Receives International Recognition

MEDIA MILWAUKEE

02/2024 to Current

- "They all have personalities, and they're 80 to 100 years old, but they're pretty good at doing their job."
- Milwaukee's Nearly-100-year-old Hilton City Center Nominated to join the National Register of Historic Places
- Pfister Hotel Historic \$20 Million Renovation Enters Second Stage
- Northrop Grumman gets DARPA Grant to Develop Concepts for a Lunar Railway
- American Science & Surplus Holds Star Wars Spelling Bee
- Johnnie Patterson: A Family Man Diagnosed With Dementia
- Tory Lowe: Milwaukee's Advocate for Missing People
- Bobby Curry: A Troubled Life
- Faces of UWM: The World Traveler

FEATURES

THE UWM POST

04/2022 to Current

- UWM Post Playlist of the Month – I'm Getting Bangs!
- UWM Post Playlist of the Month – Anti-Valentine's Day Playlist
- Citizens March to Protest Proposed WE Energies Price Hikes
- Bob Uecker, Longtime Brewers Announcer Dead at 90

MEDIA MILWAUKEE

02/2024 to Current

- Missing in Milwaukee - Sounds of the Missing [PODCAST]
- Faces of UWM: The Card Collector

101.7 THE TRUTH - THE TORY LOWE SHOW

- MPS's list of Problems Continue to Grow, UWM Journalism Students Join | The Tory Lowe Show
- T-Smith & Red Balloons?! UWM Missing Persons Project, Travis Hunter & Fiancé | The Tory Lowe Show

WUWM 89.7 FM Milwaukee's NPR

- Project by student journalists at UW-Milwaukee highlight cases of missing people of color

PROJECTS

MEDIA MILWAUKEE

02/2024 to Current

- Doors Open Milwaukee 2023
- Missing in Milwaukee

WEBSITE DESIGN

- [Portfolio Website](#)
 - Created and Designed a Website to advertise my personal brand and online presence.
 - Featured all of my best pictures, articles, and projects in one place.
- [End Enbridge](#)
 - Created and Designed a Website for a fake protest organization.
 - Embedded Interactive Elements using HTML.
- [Cael Byrne's Collection and Database](#)
 - Created and designed a website with one consistent theme using WordPress.
 - Researched historic companies and items using multimedia resources.
 - Took photos of products and edited them.

SOCIAL MEDIA CAMPAIGNS

UWM JAMS SOCIAL MEDIA

06/2024 to 07/2024

- Created Graphics, Ads, and Videos using Canva.
- Scheduled and Boosted Posts on Facebook and Twitter.
- Created Strategies and Client Reports based on Ad Performance and Social Media Goals.

UWM JAMS HISTORIC WOMEN IN JOURNALISM POST

- Selected and Researched 5 historic women in journalism.
- Created a post in the UWM aesthetic style and posted it to further their brand.

HONORS AND AWARDS

- **Eagle Scout** - Boy Scouts of America, 03/01/21
- **Proclamation of Eagle Scout Rank by former Mayor Dan Devine of Milwaukee** - 03/01/22
- **National Youth Leadership Training** - Boy Scouts of America, 06/01/18, A week-long program that consists of presentations on how to lead a team, public speaking, and problem solving.
- **Order of the Arrow Ordeal Membership** - Order of The Arrow, 05/01/16, To receive this rank, I had to complete a week's worth of volunteering and cheerful service to renovate a campsite.
- **Order of The Arrow Brotherhood Membership** - Order of The Arrow, 05/01/17, This is the second rank in The Order of The Arrow. To achieve this rank, you have to complete another week's worth of volunteering and cheerful service at a different campsite.