

# CAEL BYRNE



## SUMMARY

- Editor at UWM Post. Started weekly newsletter, weather forecasting, podcast, and several documentaries.
- Award-Winning Journalist trained in Leadership, Photojournalistic Skills, Video & Audio Editing, Graphic Design, SEO, Web Design, and Social Media
- Eagle Scout with recognition from former Mayor Dan Devine among other awards.
- Passion for in-depth research on historical locations and local events.
- Adept at conducting interviews and creating relationships with sources.

## 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

#### Photojournalist

09/03/2024 to Current

- 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

## PROJECTS

### MEDIA MILWAUKEE

02/2024 to Current

- Doors Open Milwaukee 2023
- Missing in Milwaukee - Team of 12 students covered 18 missing people from Milwaukee by interviewing their families and gaining access to Milwaukee Police Department's Investigation Files.

### THE UWM POST

- UWM Urban Spelunking - 5 documentaries and several print stories covering historic buildings and locations on UWM's Campus

## 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
- Here's What to Watch at the 2025 Milwaukee Film Festival
- An Out of this World Experience: Sally

### 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 [Recorded Interview]
- Tory Lowe: Milwaukee's Advocate for Missing People
- Bobby Curry: A Troubled Life
- Faces of UWM: The World Traveler [Podcast]
- Seeing "Eye to Eye" is the Theme of a Song, and a Relationship [Podcast]
- Finding a Creative Outlet in the Student Union [Podcast]
- Change Sometimes Starts at Community Meetings [Podcast]

## 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

### MEDIA MILWAUKEE

02/2024 to Current

- Missing in Milwaukee - Sounds of the Missing [Podcast]
- Missing in Milwaukee Documentary [News Package]
- Faces of UWM: The Card Collector [Podcast]

### 101.7 THE TRUTH - THE TORY LOWE SHOW [RADIO 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

## 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

---

### BOY SCOUTS OF AMERICA

- **Eagle Scout** - 03/01/21
- **Proclamation of Eagle Scout Rank by former Mayor of Milwaukee Dan Devine** - 03/01/22
- **National Youth Leadership Training** - 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

- **Order of the Arrow Ordeal Membership** - 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** - 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.

### MEDIA MILWAUKEE

02/2024 to Current

- **Milwaukee Press Club 2024 Gold Best Original Podcast:** 05/09/25, Featured in Missing in Milwaukee Podcast - Sounds of the Missing
- **Milwaukee Press Club Bronze Best News Story Single or Ongoing:** 05/09/25, Featured in Missing in Milwaukee Documentary
- **Milwaukee Press Club Silver Best Investigative Reporting:** 05/09/25, JAMS 500 Class, Missing in Milwaukee
- **Society of Professional Journalists Mark of Excellence Award for Best In-Depth Reporting in the midwest region:** 04/11/2025, JAMS 500 Class, Missing in Milwaukee

### OTHER HONORS AND AWARDS

- **Ex Fabula Season 16 Story Slam Audience Favorite** - Ex Fabula, 03/26/25, I spoke about the Missing in Milwaukee project at this event where people shared their true stories about Milwaukee. At the end of the event, the audience voted for their favorite speaker, and in the group of nine other story tellers I won.