

CAEL BYRNE

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<https://linktr.ee/caelbyrne>

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, 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.
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SOFTWARE

- WordPress and Web Design
 - Google and Microsoft Office
 - Adobe InDesign
 - AP Stylebook
 - Canva and Graphic Design
 - Instagram, Facebook, LinkedIn
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SKILLS

- Interviewing
 - Qualitative Research
 - Leadership Training
 - SEO and Social Media Training
 - Photography and Editing
 - Feature Writing
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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 04/2024

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

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.

PERSONAL PROJECT

Cael Byrne's Collection and Database

09/2023 to Current

- 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.
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WORK EXPERIENCE

AMERICAN SCIENCE & SURPLUS

Retail Cashier

06/2021 to Current

WEBSITES, PORTFOLIOS, PROFILES

- [Portfolio Website](#)
- [End Enbridge](#)
- [Cael Byrne's Collection and Database](#)
- [Instagram](#)
- [Facebook](#)
- [UWM Post](#)
- [Media Milwaukee](#)

CURRICULUM VITAE

- All of this is available to view on my Portfolio Site -

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,

PUBLICATIONS

THE UWM POST 04/2022 to 04/2024

- 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
- UWM Post Playlist of the Month – I'm Getting Bangs!
- UWM Post Playlist of the Month – Anti-Valentine's Day Playlist

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

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.

FOOD TRUCK SOCIAL MEDIA CAMPAIGN EXERCISE

- Created and Designed a Social Media Campaign on Facebook, Instagram, and X to promote a fake food truck.

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.