

# CAEL BYRNE



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## 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

Leadership Training  
Qualitative Research  
Interviewing

SEO and Social Media Training  
Professional 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 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.

### 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 07/2024

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## 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 -

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## EDUCATION

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**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,

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## PUBLICATIONS

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**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
- UWM Post Playlist of the Month – I'm Getting Bangs!
- UWM Post Playlist of the Month – Anti-Valentine's Day Playlist
- 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
- Citizens March to Protest Proposed WE Energies Price Hikes
- Hoan Bridge Lights up to Commemorate Indigenous Peoples' Day

**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

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## WEBSITE DESIGN

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- [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.

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## SOCIAL MEDIA CAMPAIGNS

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**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.

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## HONORS AND AWARDS

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- **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.