

Arwen Parmelee

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EXPERIENCE

Citrus TV | News Live at 6 | Associate Producer | Syracuse, NY January 2025 – Present

- Write and produce weekly newscasts while overseeing multiple reporters and anchors in story development and package creation.
- Direct real-time show execution by coordinating on-air talent, camera operators, and production staff.
- Lead pre-show and post-show meetings to streamline production workflow and provide team feedback.
- Coordinate breaking news coverage, making real-time segment adjustments to ensure accurate and timely reporting.

Citrus TV | Market Shares | Production Staff September 2024 – December 2024

- Operated multiple broadcast cameras during live productions while coordinating with production team.
- Performed comprehensive equipment setup including camera positioning, audio levels, and lighting configuration.

The Daily Orange | Syracuse University | News Copy Editor | Syracuse, NY February 2025 – Present

- Perform copy editing on 30+ articles monthly across news, and culture, ensuring accuracy, consistency, and alignment with AP style and The Daily Orange's editorial standards.
- Pitch and write weekly articles, researching and covering live events, overseeing the full editorial process from concept to publication.
- Collaborate with writers and section editors to strengthen story structure, clarity, and narrative flow while maintaining tight publishing deadlines.

Newhouse CAGE | Syracuse University | Technology Specialist | Syracuse, NY January 2025 – Present

- Manage daily equipment check-ins and check-outs for broadcast media production gear, maintaining precise inventory tracking through the CAGE database (getconnect2) and policy compliance.
- Conduct thorough equipment inspections upon returns, verify each kit's functionality and completeness, and report technical issues to the engineering team for maintenance.
- Assemble equipment reservations a day in advance to facilitate student media production schedule.

Syracuse University Housing | Main Desk Associate | Syracuse, NY January 2025 – Present

- Manage residence hall package delivery system by logging mail, facilitating pickups, and organizing storage for efficiency.
- Administer resident key management system, process temporary loans, and handle key replacements.
- Serve as primary point of contact to the residence hall, assisting with all student inquiries.

Cami Cares Foundation | Social Media Marketing Manager | Ramsey, NJ June 2024 – Present

- Established nonprofit cancer foundation's social media presence raising \$20K through organic donations in six months.
- Produce daily content across four platforms, strengthening the foundation's reach and projected donations.
- Built foundation's website and online store, organizing merchandise design, donation processing, and financial operations.
- Analyze metrics and coordinate campaigns through Later Media to maximize outreach.

NYCity Matchmaking | Client Relations Intern | New York, NY June 2024 – August 2024

- Managed client relationships and database using private CRM database.
- Conducted large-scale outreach via phone, email, and social media to build membership.
- Performed various administrative and marketing projects including ad campaigns, posters, and newsletters.

Movement Mortgage | Client Relations Intern | Remote June 2022 – August 2024

- Managed end-to-end marketing campaigns including email distribution via Okta database, conducted 100+ client follow-ups, and generated weekly performance analytics to track loan application progress.

EDUCATION

Syracuse University; The S.I. Newhouse School of Public Communications | GPA: 3.77 Syracuse, NY

Bachelor of Science: Broadcast and Digital Journalism

Minor: Information Management and Technology (School of Information Studies)

May 2026

SKILLS

Adobe Premiere Pro | Canon XF705 | Final Cut Pro | APENPS | AP Style | WordPress | Later Media | getconnect2 | Salesforce

ACTIVITIES

Alpha Phi | Syracuse University | Initiation Facilitator | Syracuse, NY October 2023 – November 2024