

# ALYSKA BAILEY PETERSON

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## OBJECTIVE

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A challenging and fulfilling position in which I can use my technical and communication skills to provide and disseminate information both practically and creatively through visual, print, or electronic media.

## EDUCATION

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### 1998-2001 University of Wisconsin-Madison

- **Degree:** Honors B.A. in Communication Arts (Radio-Television-Film), concentration in production. Distinction in the Major.
- **GPA:** 3.56/4.0
- **Affiliations:** UW Honors Program, Wisconsin Union Directorate Film Committee, Wisconsin Film Festival, Independent Film and Video Collaborative (IFVC), Undergraduate Projects Laboratory (UPL).

### 2006-2009 Madison Area Technical College

- **Degree:** A.A.S., Commercial Photography
- **GPA:** 3.87/4.0
- **Affiliations:** Dean's List (multiple semesters); Photography Lab Monitor; Multimedia Assistant for MATC Administration Marketing Dept; internships with Wisconsin Academy for the Arts and Sciences and Food Fight Inc. restaurant group.

## EMPLOYMENT HISTORY

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*August 1997 – present* PointyKitty Studios.

- **Position held:** Owner, Creative Director
- **Responsibilities:** Working professionally in the Madison-area for over a decade, PointyKitty Studios provides personal adornment and commercial photography & visual branding services for artists, craftspeople and creatives nationwide.

*August 2008 – present* WSI Internet Consulting

- **Position held:** Internet Marketing Specialist (contract work)
- **Responsibilities:** Develop, implement and maintain multiple client web sites; run monthly web analytics reports, documenting key findings and trends; SEO consulting, project management, customer service, tech support and CMS platform training for clients.

*March 2007 – June 2008* ACD Distribution, LLC

- **Positions held:** Special Projects Girl
- **Responsibilities:** Brought in to handle product receipt and damage reporting of over 100,000 SKUs for the gaming industry's second-largest wholesale distributor. Also acted as company data librarian, responsible for recommendation and implementation of inventory database streamlining to create maximum efficiency for the company's sales, warehouse, and purchasing teams.

*December 2000 – February 2007* Wisconsin Alumni Association (WAA)

- **Positions held:** MarComm Program Asst, Multimedia Specialist
- **Responsibilities:** Responsible for the development, implementation, and maintenance of WAA's online and multimedia initiatives. Handled creation, maintenance and customer service for more than 45,000 email users. Photographer for various WAA, client, and affiliate events.

*February 2000 – May 2002* UW-Madison Communication Arts Dept.

- **Position held:** Projectionist, media assistant, 16mm developing lab technician.
- **Responsibilities:** Responsible for projection of 16mm, laserdisc, video, and DVD prints for various Communication Arts courses; supervised digital editing labs and studio, assisted intro production students with AVID and Final Cut Pro technical and creative questions; developed 16mm color reversal film; assisted in maintenance and repair of lab equipment, photo chemical mixing, and maintaining OSHA and EPA procedures and requirements.

*February 2000 – May 2000* UW-Arts Institute

- **Position held:** Administrative assistant to filmmaker Stuart Gordon.
- **Responsibilities:** Assisted an advanced Communication Arts class associated with the Artist in Residence program. Included set-up/strike of sets, clerical duties, meeting planning and organization, and coordination of public screenings at the end of the semester.

*November 1999 – May 2000* WUD Film Committee / UW-Arts Institute

- **Position held:** Coordinator/Programmer, 2nd Annual Wisconsin Film Festival.
- **Responsibilities:** Member of programming board; networking and maintaining contact with independent filmmakers; booking of films; organization and supervision of committee meetings and volunteer ushers and film hosts for festival events. Delegate to Sundance and Slamdance film festivals.

## SKILLS

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### **Personal:**

- Strong customer service and interpersonal communication skills. Highly adaptable and responsible; able to excel both independently and as part of a team.
- Able to learn quickly and efficiently, often on the fly.
- Work well under pressure and with strict deadlines.
- Capable of high quality, efficient, fast output, and able to find innovative and creative solutions to complex problems.
- Excellent creativity and a good eye for space, design, texture, color balance, and innovation.
- Detail-oriented, but also able to visualize large-scale projects and see the proverbial "big picture."

### **Technical Skills:**

- **General:**
  - Proficient on multiple operating systems, including PCs, Macintosh computers, and some Unix/Linux distributions.
  - Proficient in Microsoft Office Suite and multiple internet-related applications, including various web browsers and email clients.

- Proficient in multiple forms of Digital Asset Management Systems and philosophies, tailored to the needs to each particular client. Maintaining file management systems including naming, saving, organizing, and archiving images.
- **Graphics and Creative:**
  - Solid background in 8mm film, 16mm film and DV motion picture equipment; small and medium-format film and digital-based still cameras (primarily Canon and Leaf systems;) Profoto and Elinchrom studio strobe lighting.
  - In-depth knowledge of a variety of web and graphics applications, including Adobe Creative Suite (Photoshop, Bridge, Dreamweaver, and Lightroom), for image manipulation and enhancement for print, web and film/video outputs.
  - Skills include image retouching and repairing, color management, and some prepress work for both linear and non-linear workflows.
- **Web and Multimedia Design:**
  - In-depth knowledge of Avid and Final Cut Pro digital editing systems, in addition to various still and motion picture cameras and formats.
  - Proficient with multiple web editing programs and systems, from hand-coding HTML to work with Dreamweaver and several content management systems, with additional background in web usability work. Some knowledge of PHP4, DHTML, and XML, CSS, and JavaScript.

## REFERENCES

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### **Jim Wildeman**

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