

TARA ECKHART

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EDUCATION

Bachelor of Science in Marketing Communications and Stage and Screen Arts

May 2020

University of Wisconsin-River Falls (UWRF)

3.8 GPA, Deans List, Honors Member

Monticello High School

June 2016

Class Valedictorian

RELEVANT EXPERIENCE

Camera Operator and Graphics Assistant, Town Square Television

October 2017-Present

- Conducted camera operations and graphics for Town Square Television at local high school sporting events
- Reacted quickly with sudden changes to enhance the enjoyment for viewers watching the live stream
- Developed teamwork with other contractors by setting up and tearing down equipment

Day Camp Counselor, YMCA Day Camp Manitou

June 2018-August 2019

- Led groups of campers aged 5-14 for weeklong camps and taught skills such as archery, canoeing, art, yard games, sling shot, and swimming
- Made appropriate accommodations based on the age group and type of camp to ensure a fun experience
- Successfully handled many challenges including conflict management, leadership, and patience

Social Media and Video Promotions Intern, UWRF Office of Student Involvement

August 2018-March 2019

- Planned, produced, and uploaded video content for the UWRF Student Involvement social media platforms
- Developed a successful integrated marketing strategy for the recruitment of next years' interns
- Acquired event management skills by working with the Events interns to plan and facilitate campus events

Retail Sales Associate, Columbia Sportswear Company, Albertville Premium Outlets

May 2017- January 2018

- Provided excellent customer service to encourage purchasing behavior by creating a positive and fun shopping experience on the sales floor and in the fitting rooms
- Assisted customers at the cash register to wrap up the shopping experience and check the prices of items
- Diligently processed and back stocked clothing items to clear space for the next shipment

INTERNATIONAL STUDY AND TRAVEL

Study Abroad Semester in Germany, Hochschule Rhein Main

March-July 2019

- Studied Media Conception and Production at Hochschule Rhein Main in Wiesbaden, Germany
- Expanded and applied my knowledge of digital media for online, live television, and movie production
- Independently lived in a foreign country while gaining cultural awareness

International Traveling Classroom, UWRF

January-April 2018

- Experienced the cultures of Scotland, England, France, Spain, Italy, Czech Republic, and Germany
- Maintained a video blog series featured on the ITC website to inform friends/family/faculty about the trip
- Videos include highlights of our travels using Adobe Premiere Pro software

ADDITIONAL EXPERIENCES

Orientation and Transition Leader, University of Wisconsin-River Falls, September 2017/2018

Women's Club Lacrosse, UWRF, Fall 2016- Fall 2018

WRFW Campus Radio DJ, University of Wisconsin-River Falls, Fall 2017

Monticello Royalty Ambassador and Miss Congeniality, Monticello, MN, July 2016- July 2017