

# LARS • BREDAHL

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## Education

Spring 2011	<b>Elon University</b> – Master of Arts – Interactive Media	Elon, NC
Spring 2010	<b>Elon University</b> – Bachelor of Arts – Strategic Communications Minors: Business, International Relations	Elon, NC
Spring 2009	Nanyang Technological University (NTU)	Singapore
Winter 2008	China: The Flying Dragon Cultural Program	China

## Interactive Media Experience

<b>Feb-Present</b>	<b>J.N. “Ding” Darling Wildlife Refuge, Sanibel, FL</b>	<b>Interactive Project Manager</b>
	<ul style="list-style-type: none"><li>• Developed in-depth project timeline and worked with the client to stay under a tight budget</li><li>• Extensively researched QR code functionality and the mobile phone platform</li><li>• Leveraged a variety of skills (project management, video editing, design) to accomplish goals</li></ul>	
<b>Jan 2011</b>	<b>EARTH University, Guacimo, Costa Rica</b>	<b>Web Design/Content Production</b>
	<ul style="list-style-type: none"><li>• Collected video and photo content on-site and produced promotional video packages</li><li>• Coordinated design of promotional website for educational tourism program with multimedia elements</li><li>• Assisted in design and creation of interactive brochure CD</li></ul>	
<b>June-July 2010</b>	<b>NOISE, Inc., Sanibel, FL</b>	<b>Advertising/Social Media Intern</b>
	<ul style="list-style-type: none"><li>• Coordinated blog and Facebook initiatives for clients</li><li>• Created custom Facebook page for Gulf of Mexico oil spill policies for local hotels and resorts</li><li>• Wrote press releases and filmed CNN iReports</li><li>• Compiled analytics data for client presentations</li></ul>	

## Marketing & PR Experience

<b>May-July 2009</b>	<b>Singapore Sports Council, Singapore</b>	<b>Media Relations Intern</b>
	<ul style="list-style-type: none"><li>• First foreign intern to be hired at this government division</li><li>• Assisted in Media Relations for the Asian Youth Games, a large-scale international Olympic sporting event involving over 45 Asian countries and 1,500 athletes</li><li>• Coordinated the construction of a comprehensive Media Guide for all foreign journalists</li><li>• Oversaw 100 Media Relations volunteers who assisted with venue media management</li><li>• Helped with orchestration of press conferences and interviews</li></ul>	
<b>Sept-Dec 2008</b>	<b>Student Government Association, Elon University</b>	<b>Chair, PR Committee</b>
	<ul style="list-style-type: none"><li>• Managed public relations work for entire team under a set budget and timeframe</li><li>• Delegated assignments and oversaw social media promotion, newsletters, and press releases</li><li>• Designed print ads for newspaper</li></ul>	
<b>Sept-Dec 2008</b>	<b>Ralph Scott Lifeservices, Burlington, NC</b>	<b>PR Manager</b>
	<ul style="list-style-type: none"><li>• Organized promotional campaign from scratch within a tight budget and time frame</li><li>• Wrote, developed, recorded one-minute radio public service announcements</li><li>• Created print ads, press releases, event fliers, and brochures</li></ul>	
<b>June-July 2008</b>	<b>VH1 – MTV Networks, Santa Monica, CA</b>	<b>Summer Intern</b>
	<ul style="list-style-type: none"><li>• Exposed to high-energy marketing and promotion for up-and-coming musical artists</li><li>• Crafted summaries of scripts and wrote reviews</li><li>• Learned a about the entertainment industry and the business of Hollywood.</li></ul>	

**Additional Skills:** Adobe Creative Suite, HTML and CSS, Final Cut Pro, Microsoft Office, social media