

McCade Gowdy

Contact

PHONE:
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WEBSITE:
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Skills

Project Planning
Photography
Videography
Data Analysis

Microsoft Office

PowerPoint
Word
Excel

Adobe Creative Suite

Photoshop
Lightroom
Premiere Pro
After Effects

Web

HTML
CSS
WordPress
Spinternet

Social

Instagram
TikTok
YouTube
LinkedIn
Facebook

Web-Based

Salsa Engage CRM
Asana
Basecamp
Semrush
Google Analytics

EDUCATION

Drake University

2023

Studied multimedia journalism with a minor in economics. Dean's list.

EXPERIENCE

Paul Johnson Center for Land Stewardship – Fellow

September 2022 – Present

Interview landowners and produce videos in the state of Iowa about private land conservation and policy.

Gowdy Tree Farm – Director

October 2020 – Present

Develop and manage the farm's social media and website, maintain the point of sale and inventory system, manage staff, and assist with the care of the trees. Completed \$15,000+ in sales.

McCade Gowdy Design & Production – Owner/Operator

September 2018 – Present

Shoot, edit, and produce videos for businesses, nonprofits, and sports teams. Includes the use of photography and videography.

Drake University Admissions – Campus Ambassador

August 2020 – May 2023

Represented the student perspective for prospective students, planned programming events, facilitated events, and gave campus tours.

Iowa Environmental Council – Communications Intern

June 2022 – August 2022

Established an Instagram Reel presence, resulting in an account reach increase of 1,300%. Maintained and updated multiple websites, produced videos, created designs for social and print media.

Prog Media – Video Editing Intern

October 2021 – December 2021

Assisted with the production of promotional videos for various organizations and companies.

Des Moines Radio Group – Promotions and Marketing Assistant

June 2021 – August 2021

Worked on remote radio broadcasts, created on-air contests, and planned and executed the promotional booth at the Iowa State Fair.

Warner Media – Production Assistant and Runner

January 2020 – February 2020

Assisted with production and obtaining materials for a CNN presidential debate and a documentary crew for the Iowa caucuses.

SERVICE AND LEADERSHIP

Drake University – Peer Mentor/Academic Counselor

August 2020 – December 2020, August 2021 – December 2021

Acted as a guide and resource for 20 incoming first-year students at Drake. Assisted with their transition to college life.

Drake University Student Activity Board – Digital Media Co-Chair

August 2021 – December 2021

Produced photos and videos from student programming events. Assisted with the promotion of upcoming events on campus, including the Drake Relays.