

Cathy Fisher

catherfish@gmail.com - (248) 462-9796 - www.cathyafisher.com
515 South 4th Ave.
Ann Arbor, MI 48104

EDUCATION

University of Michigan

Ann Arbor, MI

BA, Screen Arts & Cultures

2010

- GPA of 3.7
- Recipient of the William J. Branstrom Freshman Prize in 2007
- James B. Angell Scholar in 2008
- University Honors 2006-2008

Relevant Coursework

- Screenwriting for TV
- Digital Media Studies
- Creative Writing
- Various English courses
- Video Production
- TV Studio Production
- The Contemporary Film Industry
- Photography

TECHNOLOGY

Experienced with:

- Adobe Photoshop
- Adobe InDesign
- Microsoft Office
- Final Cut Pro
- Both Macs and PCs
- Content Management Systems
- HTML and CSS
- Twitter, Facebook, YouTube, Flickr, etc.
- Mobile applications
- Search Engine Optimization

EXPERIENCE

Gargoyle Humor Magazine

Ann Arbor, MI

<http://www.gargmag.com/>

Editor-In-Chief

2008-2010

- Edited submissions and chose content for publication
- Communicated with the printing company, alumni, and the Board for Student Publications
- Organized meetings and group activities
- Oversaw the editorial staff and the business and distribution managers
- Created content for each issue, including a recurring column, articles, and art
- Worked to develop the magazine's online presence by creating a usable website, a regularly updated blog, and various video and audio podcasts

Art Director

2007- 2008

- Designed and created covers, stock graphics, and illustrations
- Planned out and worked on the magazine's layout
- Led the art staff

Condé Nast Digital

New York, NY

Intern

Summer 2009

- Created metadata for videos on Epicurious.com with an eye towards improving SEO
- Wrote heds and deks for Brides.com blog entries and converted them into features
- Collected and analyzed information about Concierge's competitors
- Worked with the sites' CMS on a daily basis
- Sat in on Epicurious and Concierge editorial meetings
- Compiled a calendar of cultural events
- Tested a new Concierge.com iPhone app for bugs
- Updated weekly podcasts on iTunes and Sony Trebuchet
- Contributed to the annual [n]tern Magazine

Freelance Web Design

2005-Present

- Designed blogs and personal web pages
- Created graphics, CSS files, and templates
- Used Movable Type, various blog platforms, and plain HTML
- Integrated social media widgets, analytics, and online stores

Bordine Nursery

Rochester Hills, MI

Team Member, Perennials

Summer 2008