

CHRISTINA CONNER

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ABOUT

My dream is to teach the world to garden through existing and emerging forms of mass media.

EDUCATION

UNIVERSITY OF GEORGIA

CLASS OF 2018

- Bachelor of Arts in Journalism
- Minor in Horticulture
- Certificate in New Media
- Pi Alpha Xi Horticultural Honor Society - Tau Chapter, Secretary, Fall 2018

SKILLS & INDEPENDENT WORK

- Video production using Adobe Premiere Pro
- Graphic design using Adobe Illustrator, InDesign, and Spark
- Product photography
- Working with a client
- Conducting interviews
- Written communication using AP style
- Social media management (Facebook, Instagram)
- Customizing a CMS like WordPress using custom HTML

REFERENCES

- Merritt Melancon, UGA College of Agricultural and Environmental Sciences, PR Specialist, jmerritt@uga.edu
- Dr. Burton Speakman, Journalism Professor, bspeakman@yahoo.com
- Dr. Amanda Bright, Journalism Professor, amanda.bright@uga.edu
- Dr. John Ruter, Horticulture Professor and UGA Trial Gardens Director, ruter@uga.edu
- Dr. Paul Thomas, Horticulture Professor, pathomas@uga.edu

EXPERIENCE

THE TRIAL GARDENS AT UGA, ATHENS, GA

DIRECTOR OF MARKETING,

JANUARY-DECEMBER 2018

- Planned events and coordinated vendors.
- Wrote press releases and articles.
- Kept social media updated with garden news.
- Created graphics, flyers, and produced videos to increase engagement at the University.
- Garden duties such as transplanting, watering, fertilizing, and pruning.

UGA COLLEGE OF AGRICULTURAL &

ENVIRONMENTAL SCIENCES, ATHENS, GA

OFFICE OF COMMUNICATIONS AND CREATIVE SERVICES

STUDENT WORKER, AUGUST 2017-JUNE 2018

- Attended agricultural events, conducted interviews, and wrote stories and press releases.
- Edited video using iMovie and Adobe Premiere Pro.
- Edited video and photo using iMovie and Adobe Premiere Pro.
- Created promotional materials for the college.

UGARDEN STUDENT FARM, ATHENS, GA

INTERN, 2016

- Coordinated weekly volunteer opportunities.
- Wrote weekly blog posts with photos and entries about happenings at the farm.
- Basic plant care duties, such as watering and harvesting produce.

GARDEN*HOOD PLANT NURSERY,

ATLANTA, GA

SALES ASSOCIATE, 2015-2016

- Daily garden duties: pruned, watered, repotted plants, and fed chickens
- Assisted customers who needed help finding houseplants, annuals, and perennials.