

# Julie McVey

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## Career Profile

- Enthusiastic and dedicated professional with extensive experience in hands-on training
- Skilled in fostering a creative and inclusive environment that promotes technical proficiency, critical thinking & teamwork
- Proficient in industry-standard software, with a strong ability to apply technical skills to real-world projects
- Experienced advisor and mentor, with expertise in leading teams and managing projects
- Passionate about promoting a culture of innovation, curiosity, and adaptability

## Core Competencies

- Video production/editing
  - Premiere Pro Certified
  - Photoshop Certified
  - Creative writing
  - Content creation
- Google Suite
- Microsoft Office Software
- Clear & concise communication
- Data-driven strategic planning
- Strong interpersonal skills
- Proactive and self-motivated
- Exceptional organization
- Critical thinking skills
- Instructional design
- Public speaking
- Relationship building

## Awards & Recognitions

- Texas TSA Advisor of the Year 2020
- Carthage High School Teacher of the Year 2021
- Region 7 CTE Master Teacher 2023

## Education

**Baylor University**, Waco, TX | **Bachelor of Arts**  
– *Film and Digital Media* | 2009

**Sam Houston State University**, Online | **Masters of Education**  
– *Instructional Design & Technology* | Current

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### **BROADCAST TEACHER | CARTHAGE HIGH SCHOOL, CARTHAGE, TX | AUG 2018-CURRENT**

- Teach Principles of Art, A/V Technology and Communications, A/V Productions 1, 2, & Practicum
- Oversee student management of the "Big Dawg Jumbotron" at the football stadium
  - This includes the use of multiple live camera shots, TriCaster switcher and graphics
- Lead operations for CHS-TV's successful media platforms, enhancing school-wide communication
  - Developed and maintained YouTube page including content creation and live-streaming
- Managed the website for Carthage High School, including content creation

### **MEDIA COORDINATOR | TEXAS TECHNOLOGY STUDENT ASSOCIATION | AUG 2020 - MAY 2024**

- Collaborated with Texas TSA Officer team & staff to manage social media and website presence
- Created content for TSA's social media platforms & website to enhance engagement
- Distributed information electronically to advisors ensure consistent communication
- Supported TSA, the second-largest Career and Technology Student Organization in Texas, representing over 40,000 student members

### **AUDIO VISUAL TEACHER | ATHENS HIGH SCHOOL, ATHENS, TX | AUG 2013-AUG 2018**

- Taught a variety of subjects including Audio Visual Productions, Graphic Design and Illustration, Yearbook, Robotics, Animation, and Principles of Art, A/V Technology, and Communications
- Served as Broadcast Team sponsor, managing video board operations for football games
- Led students in operating an in-classroom print shop, with proceeds reinvested into the program
- Founded the first Technology Student Association chapter at Athens High School, actively engaging students in competitive and leadership opportunities

### **GRAPHIC ARTIST | GREEN ACRES BAPTIST CHURCH, TYLER, TX | AUG 2012-AUG 2013**

- Designed all digital artwork for the church, supporting weekly service needs and special events
- Prepared Pastor's sermon notes for Sunday services, ensuring clarity and accessibility
- Created worship service videos to enhance the worship experience

### **CREATIVE SERVICES PRODUCER | KOCO-TV, OKLAHOMA CITY, OK | DEC 2009 - AUG 2012**

- Created new station branding commercials, working closely with newscast producers, on-air talent, directors, and technical staff
- Adhered to tight deadlines, adjusting production to align with the dynamic news cycle
- Played a central role in the engineering team, acquired experience with diverse equipment
- Enhanced ability to work effectively under pressure and maintaining high standards
- Adapted to the demands of a fast-paced newsroom environment