

# Victoria E. Murrell

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## EDUCATION

**Elon University**, Elon, NC

May 2020

Master of Arts: **Interactive Media**

**North Carolina A&T State University**, Greensboro, NC

May 2017

Bachelor of Arts: **Interactive Media**

**Honors:** Deans List (Fall 2014, Spring 2016, Spring 2017)

## SKILLS

**Certifications:** Certified Scrum Master – (Scrum Alliance) January 2020, UX/UI Design & Figma Certification – (Udemy) January 2023-Present | **Languages:** (Proficient) HTML, CSS (Exposure) JavaScript, Swift, Bootstrap | **Microsoft:** Word, PowerPoint, Excel | **Adobe Creative Suite:** Illustrator, InDesign, Premiere, Photoshop, Dreamweaver, After Effects, XD, Audition | **Software:** WordPress, Cinema 4D, XCode | **Design:** User Interface, User Experience, Video Editing, Front-End Web Design, Prototyping, Storyboarding, Application Development | **Writing:** Technical Writing, Copy Editing

## RELEVANT EXPERIENCE

**Leidos Inc.**, Reston, VA

August 2020 - Present

*Technical Writer*

- Write, edit, and proofread technical documents such as manuals, procedures, brochures, and training materials.
- Effectively communicate with document authors to obtain additional information required for documentation.
- Utilize SharePoint to securely upload, share, organize sensitive and confidential documents
- Work successfully within project teams and manage work independently through these processes including internal and customer review and approval processes.
- Research and interact with subject matter experts to ensure technical accuracy of content
- Ensure content aligns with government requirements, 508 compliant
- Track the development and delivery of monthly, quarterly, and semiannual contract deliverables and others as specified
- Facilitate and participate in content development meetings with subcontractors and senior-level management

**Heritage Treasures**, Ashburn, VA

February 2021-August 2021

*Social Media Strategist*

- Created a strategic marketing plan to optimize content and technology tactics and execution.
- Managed and created original high-quality content and published through various social media platforms such as Instagram, Facebook, and Twitter.
- Facilitated client-company communications (respond to queries, get reviews and organize chats and Q&A sessions).
- Implemented SEO keywords to create more engagement on the company's website.

**Gunpowder & Sky**, Culver City, CA

March 2021 – June 2021

*Graphic Designer*

- Created graphic elements to support the short-form, digital-first content on the DUST app and the feature film divisions in Adobe Creative Suite.
- Collaborated on a team of graphic designers to build presentation templates, curate relevant imagery and participate in project and creative conceptualization.
- Rapid prototyping of native social assets and generating branding/logo/key art concepts.

**Afro Cuban Heritage Project**, Matanzas, Cuba

November 2019-January 2020

*Lead Videographer*

- Assisted a front-end web developer with design concepts to create a website for the Cuban grassroots organization.
- Composed pre-production materials such as mock interviews, scriptwriting, and storyboards.
- Operated Canon 7D Mark II to gather video footage for the Cuban website and the organization's Facebook page.

- Composed and edited videos in Adobe Premiere Pro.
- Worked with translators to create English subtitles.

**AOL Inc.,** Dulles, VA

June 2016-August 2016

*Instructional Design Intern*

- Assisted technical writers to transfer call center manuals to an online e-learning platform.
- Created content for AOL's Global Customer Care division.
- Brainstormed ideas for call center retention rate.
- Helped update AOL Help Website.

## **PROJECTS**

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**Interactive Media Capstone Exhibition,** Elon, NC

March 2020 – May 2020

*Project Manager*

- Worked with a team of students and faculty to coordinate Elon's first-ever Virtual Capstone Exhibition.
- Delegated task to a capstone committee. Served as the liaison between Interactive Media students and Elon faculty members.
- Hosted WebEx practice events in separate meeting rooms for the capstone exhibition.

**Intersect Conference,** Elon, NC

November 2019

*Roundtable Speaker*

*Cultural Stereotypes Portrayed in Film and How It Affects the Classroom?*

- Facilitated a roundtable discussion about detrimental stereotypes placed on marginalized cultural groups in film and how it continues to create educational bias in the classroom.