

# LARRY MCALLISTER II

Creative with over 6 years of professional experience specializing in storytelling, photography, graphic design, videography, creative direction, social media, marketing, talent acquisition, and training & assessment. Enjoys working with young creative professionals, helping them to build their skills and learn how to better work collaboratively with their team. Focused on bringing effort, intelligence and creativity to every task.

267.481.5719

LM2Photo.com  
LARRY@LM2Photo.com

## EDUCATION

### **Master's in Communication and Information Studies**

**Concentration: Strategic Organizational Communication**  
School of Communication and Information  
Rutgers University | 2013 - 2015

### **Bachelor's of Fine Arts**

**Concentration: Graphic Design & Printmaking**  
Mason Gross School of the Arts  
Rutgers University | 2005 - 2009

## SKILLS

**Brand Management**  
**Graphic Design**  
**Photography**  
**Research & Development**  
**Small Team Management**  
**Social Media Management**  
**Staff Recruitment**  
**Training & Development**  
**Videography & Direction**  
**Web Design & Development**

## TOOLS

**Adobe Bridge**  
**Adobe Illustrator**  
**Adobe InDesign**  
**Adobe Lightroom**  
**Adobe Premiere**  
**Adobe Photoshop**  
**Apple Keynote**  
**Digital & Analog Cameras**  
**Facebook**  
**FileMaker Pro**  
**Google Analytics**  
**Instagram**  
**Twitter**  
**Wordpress**

## PROFESSIONAL EXPERIENCE

### **Assistant Director of Marketing, Communications & Innovative Technologies**

**The Division of Student Affairs**  
**Rutgers University-New Brunswick**  
**July 2015 - Present**

Oversees division-wide photography and videography initiatives and activities, and collaborates with departments within Student Affairs to determine and satisfy video and photography needs. Works with other marketing professionals to develop standards for divisional publications, photography, and videography. Runs the recruitment, selection, training, supervision, and assessment of student workers and interns. Works closely with the Associate Director and design team project manager on the development, design, production, and distribution of divisional publications and other communications and public relations products. Works in a leadership capacity to enhance the division's publications and to establish the appropriate divisional presence through established and emerging social media outlets and innovative technologies.

### **Assistant Director of Marketing & Communications**

**The Department of Student Life**  
**Rutgers University-New Brunswick**  
**June 2011 - July 2015**

Directed, managed, and developed photographic and video content highlighting divisional and university-wide events, services and facilities. Lead journalistic projects focused on highlighting the overall student experience at the university through the I Am Rutgers Online Magazine. Additional responsibilities included monitoring, developing content for, and providing strategic direction for social media marketing & communications efforts for the division and its subgroups. Developed and instituted credited internship program for students interested in Graphic Design, Photography, Video, Social Media, Journalism and Web Design/Development. Recruited, trained, supervised, and assessed over 60 undergraduate & graduate interns over the last few years.

### **Project Manager**

**The Department of Student Life**  
**Rutgers University-New Brunswick**  
**June 2009 - June 2011**

Managed print design, photo, and video projects, coordinated with web developers for the creation and maintenance of web and design projects, and trained new hires. Other responsibilities included heading event media coverage and actively working with the team to create new and innovative publications, advertisements, and websites. Created a social media presence for the department, focusing on Facebook and Twitter as the primary outlets. Current followership is at over 11,500 likes on Facebook and close to 7,000 followers on twitter.