**Sheryl C. Reed**

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**Education:**

Community Network Television, Troy, MI June 24, 2014

Production Certification Series

Oakland University, Rochester, MI Expected May 2017

Bachelor of Arts in Journalism, GPA 3.6

Mott Community College, Flint, MI, GPA 3.8 Winter & Spring 2013

Macomb Community College, Warren, MI December 2011

Associates of Business Administration, General Business, GPA 3.5

Focus: HOPE Information Technologies Center, Detroit, MI November 2007

Certificate of completion, GPA 3.9

News Writing Digital Photojournalism Foundations of Visual Literacy

Foundations of Media Art Introduction to Computers Media History and Theory Intro to Media Productions Intro to Digital Imaging Principals of Marketing

Basic Photography Principals of Management Small Business Marketing

Advertising & Promotions Management Group Discussion & Leadership Business Enterprise Computer & Information Principals Entrepreneurship &Small Business Color and Design 1

**Related Courses**:

**Projects:**

Digital Photojournalism

* Originated one event driven, one character driven and one issue driven photographic news stories.
* Originated a photo documentary story on the 2nd Friday Art Walk in Flint, MI.
* Completed online Photoshop tutorials for the purpose of enhancing photographic images.

News Writing

* Observed public meetings and wrote up descriptive details of events.
* Originated a news story by bringing a national story about the Affordable Health Care Act to local level by conducting interviews with several key people.
* Wrote a story about student organizations that formed mid-semester to update the student body by conducting interviews with the Director of the Center for Student Activities and Leadership Development and the officers of the new organizations.

Foundations of Media Art

* Created a two collage self portrait digital image each side emphasizing a word or phrase visually.
* Researched and designed a data visualization chart for the average UFO sightings in Michigan.

**Honors/Activities**:

* Graduated Magna Cum Laude from Macomb Community College
* Graduated Class Valedictorian from Focus Hope Information Technologies Center
* Organized a charity toy drive for the Toys For Tots organization in November 2011

**Sheryl C. Reed**

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**Work Experiences**:

Cats Pajamas Media, LLC, Davison, MIAugust 2009 - September 2012

Owner and Operator

* Organized company operations
* Primary contact for company communications
* Constructed web site content and Facebook Group Page Administrator
	+ - Set up payments in PayPal, tracked and processed financial transactions
		- Utilized free advertising resources and community calendars to advertise events
* Negotiated rates for advertising and contracted artist for promotional works
* Coordinated events: secured a venue, booked guests and retained vendors
* Supervised set-up and tear down of events and guest relations

Private Residence, Lebanon, ORJanuary 2008 - January 2009

Volunteer Living Assistant

* + - Organized daily and routine needs
		- Purged years of collected storage for downsizing purposes
		- Assisted in relocation of resident

Moravian Insurance Agency, Fraser, MI June 2003 - February 2007

Insurance Representative

* Assisted new and existing customers with insurance inquiries and researched application discrepancies
* Quoted multiple lines of insurance using proprietary software
* Prepared applications, accepted payments and updated insurance databases

Retail & Grocery Inventory Services (RGIS), Auburn Hills, MI July 2001 - October 2002

Audtec

* Performed in an inventory control call center
* Used proprietary equipment and software to provide technical support to field personnel
* Contacted employees on call as needed and documented specific incidents
* Tested new programs for character flaws

Walmart, Troy, MI November 2000 - April 2001

Claims Department Manager

* Assisted with the set-up of a new store: installed electronic registers, organized the supply room

and layaway departments, stocked freight

* Set-up and organized the claims department digitally and physically
* Processed claims, adjusted inventory, generated daily reports, returned damaged merchandise

Hub Group, LLC, Troy, MI August 1996 - October 2000

Receptionist

* Operated a multi-line phone system screening and directing calls
* Managed cargo claims reducing resolve time from a one-year average to 30 days or less
* Met monthly goals and supported team members to do the same with bonus incentives