



PERSONAL PROFILE

Podcast producer and editor with a passion for launching podcasts and consulting. A background in administrative assistance provides a solid foundation for coordinating various types of communications.

PROFESSIONAL SKILLS

- Audio editing (Audacity, Adobe Audition)
- Sound composition (Logic Pro X)
- Social media management (Twitter, Facebook, Instagram, Tumblr, YouTube, Hootsuite)
- Writing (SEO, product descriptions, transcription, blog posts)
- Basic statistics tracking (Google Analytics)
- Windows 10 and higher, Mac OS X and higher, Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat)
- Digital Marketing
- Graphic Design
- Fluent in German

CONTACT INFORMATION

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Portfolio: <http://www.creatingspace.co>
Social Media: @notanotherxfpod
LinkedIn: Vanessa Reich-Shackelford

PERSONAL INTERESTS

- Podcasting & Radio 
- Horseback Riding 
- Yoga 
- Nerd Culture 
- Travel 
- Animals 

Vanessa Reich-Shackelford

Podcast Producer, Virtual Assistant, Communications Coordinator

EXPERIENCE

COMMUNICATIONS & ADMINISTRATIVE

Partner Liaison (Sep. '16-Apr. '17); Assistant Coordinator (Apr. '17-Apr. '18)

Westcoast Women in Engineering, Science and Technology (WWEST)

- Corresponding with industry, community, and funding partners, including accepting, keeping track of, and organizing funding applications
- Updating social media (Twitter, Facebook, Instagram, LinkedIn) as it pertains to the activities of partners to cross-promote events and projects
- Writing blog posts about various topics within women in STEM
- Updating the website and blog using Adobe Experience Manager
- Designing promotional material and newsletters in Adobe Creative Suite (InDesign, Photoshop, Illustrator) and with Canva

Client Relations

Cannabis Science - Jan. 2012-June 2013

- Wrote executive summaries, business plans, press releases to inform shareholders and the public of the company's endeavors
- Maintained databases for easy and organized access to client information
- Created website content, understandable and accessible to the general public and medical industry
- Planned and wrote entertaining and informative blog content for shareholder and general public information.

Graphic Designer, Humour Section Editor, Arts & Literature Section Editor

The Argosy - Jan. 2007-Jun. 2010

Mount Allison University

- Used Adobe InDesign to design section layouts of both graphics and text
- Used Adobe Photoshop to create dynamic graphics for the Humour Section and to supplement the overall newspaper content of other sections
- Conducted interviews with individuals featured in articles and columns
- Assigned and pitched story ideas to editor in chief and section writers
- Worked with strict publishing deadlines
- Photographed live events, portraits, artwork, and more using a Nikon D60.

EXPERIENCE

PODCAST PRODUCTION & EDITING

Producer, Host, Social Media Manager

Not Another X-Files Podcast Podcast - Jun. 2015-Present

- Collaborating to create dynamic and comedic commentary on the hit TV show "The X-Files"
- Editing digital audio files using Audacity for seamless, easy listening
- Managing Patreon to monetize the podcasts
- Managing the podcasts' Tumblr, Facebook, Twitter, and Instagram accounts using Hootsuite to connect with subscribers and others in the "X-Files" and fandom.

Testimonials

"Vanessa has been an incredible asset in launching the Best of the WWEST Podcast. She has produced every episode in addition to her contributions to the concept and branding. Now we are able to feature 'inspiring women with real stories' every two weeks to reach the next generation of STEM professionals."

Danniele Livengood, WWEST Manager

"Vanessa is so easy to work with and produces a great final product! I really appreciate working with her and have been referring her to all my friends!"

Danielle Roberts, Created For This

"Vanessa works quickly and efficiently, and pays attention to minute details that are often overlooked in the editing process. With her experience as a podcaster and audio producer, I would highly recommend her services!"

Ashley Kay, Video Marketer

"My consultation with Vanessa gave me a set of actionable steps to begin my podcast project. She clearly explained how the process should progress and the knowledge has proven to be invaluable. I'm so appreciative of her expertise and assistance."

Keri Hendon, Keri Hendon Virtual Business Solutions

"Vanessa is an amazing graphic designer! I felt that my vision was in excellent hands and the finished design far exceeded my expectations! She is extremely organized and detail oriented, always on top of the project! She understood my needs, brand and was extremely creative! I cannot recommend working with Vanessa enough!"

Ana Maria Flaque, Online Marketing Specialist

EXPERIENCE CONT'D

PODCAST PRODUCTION & EDITING CONT'D

Producer

Westcoast Women in Engineering, Science and Technology (WWEST) - Sep. 2016-Present

- Designing promotional material and newsletters in Adobe Creative Suite (InDesign, Photoshop, Illustrator) and with Canva
- Coordinating interview dates and times with podcast guests
- Editing audio using Audacity or Adobe Audition for seamless and easy listening
- Releasing podcast episodes and maintaining hosting with Libsyn
- Consulting on podcast best practices, audio quality, technical troubleshooting, and equipment best practices

Editor & Consultant

Balance 365 Life Radio - Apr. 2018-Present

- Editing audio using Audacity or Adobe Audition for seamless and easy listening
- Creation of podcast intro and outro (voice overlay with music)
- Consulting on podcast best practices, audio quality, technical troubleshooting, and equipment best practices

Editor & Consultant

Created For This - Jan. 2018-Present

- Editing audio using Audacity or Adobe Audition for seamless and easy listening
- Creation of podcast intro and outro (voice overlay with music)
- Consulting on podcast best practices, audio quality, technical troubleshooting, and equipment best practices

Editor

Dig Deep With Dr. Lindsay Gee - Jan. 2018-Present

- Editing audio using Audacity or Adobe Audition for seamless and easy listening
- Editing host voice and music together to create workout podcast

OTHER PROFESSIONAL EXPERIENCE

FREELANCE

Graphic Designer, Audio Editor, Video Editor, Copywriter

Various Clients, 2016-Present

- Designing promotional materials with Adobe Creative Suite
- Designing Logos with Adobe Creative Suite

PAST EDUCATION

Mount Allison University

Bachelor of Arts, German and English, 2006-2010

CURRENT EDUCATION

Simon Fraser University

Post-Baccalaureate, Communication, Expected Graduation Date June 2019