

DAVID MALECKI

IMC GRADUATE STUDENT AND
MULTIMEDIA STORYTELLER
GRADUATING MAY 2024

CONTACT DETAILS

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20 East St., Morgantown WV 26501

AWARDS AND CERTIFICATIONS

American Advertising Federation NSAC - 3rd Place in
District Competition - 2023

Completion of Summer C.A.M.P. (Creative
Advertising & Media Program) at Deutsche NY - 2022

Hootsuite Social Marketing Certification - 2021

Hootsuite Platform Certification - 2021

FBI H.O.P.E. PSA Award - Top Prize: Viewer's Choice -
2016, 2017, 2018

STUDENT ORGANIZATIONS

American Advertising Federation Chapter at
West Virginia University - Club President - Aug
2021-May 2023

Daily Athenaeum - Jan 2020-May 2022

Mirage Magazine - Jan 2021-July 2022

VOLUNTEER SERVICE

American Legion Keystone Boys State - Counselor
(2019-present) & outreach/social media for the
organization (2023)

Martin Hall Agency - Portrait/Event Photographer

OTHER WORK EXPERIENCE

Owner | Malecki Photography

March 2020-Present

Federation of Defense and Corporate Counsel
(FDCC) - Events & Marketing Intern - August 2021

SKILLS AND ABILITIES

Multimedia Production Creative Direction

Adobe Creative Suite Communication

Brand Audit/Research Collaboration

A.P. Style Writing Leadership

Final Cut Pro X Adaptability

EDUCATIONAL HISTORY

WEST VIRGINIA UNIVERSITY | REED COLLEGE OF MEDIA

MS in Integrated Marketing Communications | Aug 2022 - May 2024 | 4.0

- Pursuing Master's degree with 4+1 Program in Integrated Marketing Communications with completion in May 2024.
- University Relations team-created Graduate Assistantship position in multimedia storytelling beginning Fall 2023.

BS in Journalism, Advertising & Public Relations | Aug 2019 - May 2023 | 3.78

- Teaching Assistant in an upper-level advertising agency course in conjunction with Merkley+Partners agency in New York in Spring 2023.
- Active member of AAF as well as volunteer multimedia work for various groups.

RELEVANT WORK EXPERIENCE

PHOTOGRAPHER AND SOCIAL MEDIA GRADUATE ASSISTANT

University Relations, West Virginia University | September 2021 - Present

- Captured day-to-day photography and videography of West Virginia University events, sports, and other campus life to accurately portray real-time moments.
- Worked under tight deadlines to store, organize, communicate, and deliver visual media using office software and shared drives, ensuring timely and efficient delivery of materials.
- Gained valuable experience in photography, videography, social media management, and marketing operations through the internship with the University Relations team at WVU.

PRODUCT PHOTOGRAPHER & VIDEOGRAPHER

Primo Print | March 2023 - Present

- Create high-quality images of a variety of printed products, with expertise in utilizing studio lighting and composition to showcase textures and depth in photos.
- Highlight variations of each shot, and integrate b-roll footage to be used in social media posts and product videos.
- Collaborative and detail-oriented, work closely with Primo Print to understand their brand image and meet their specifications for clients.

MARKETING & COMMUNICATIONS INTERNSHIP

CREATIVE DIRECTION, MULTIMEDIA & ADVERTISING TRACK

REM Legery - REML | March 2023 - August 2023

- Gained experience on creative direction, multimedia, and advertising, offering valuable experience, and networking with professionals and academics.
- Developed rebranding and communications for REML and assisted with marketing strategy, communications, promotions, and advertising for clients.
- Led real-world campaign creative direction and strategy.

CREATIVE DIRECTOR

Martin Hall Agency | August 2022 - December 2022

- Led a team that conducted research, and developed creative concepts and visual identity of the campaign for WVU Extension in a student-run advertising agency and capstone.
- Managed timelines and budgets, ensuring creative directions were consistent with overall campaign goals.
- Crafted multimedia materials including a mini-documentary highlighting the importance of the hard cider industry to West Virginia.

PRIME STUDENT CAMPUS MANAGER

Amazon, Riddle & Bloom | July 2022 - September 2022

- Hosted in-person, creative-themed events that allow peers to experience the benefits of Prime Student to earn awareness and new users.
- Created on-brand content for one of the world's most recognizable brands.