
A. Leona Hatch

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EDUCATION

Pennsylvania College of Art & Design, Lancaster, PA

Bachelor of Fine Arts in Photography & Video - Expected Graduation May 2024

Lycoming College, Williamsport, PA - September 2019 - April 2020

Major: Photography

Relevant Coursework

- Web Arts: Self Promotion to Self Express; skills acquired:
 - Created Social Media Content Calendar
 - Created Promotional Instagram Posts
 - Learned how to add hashtags that best correspond with Instagram posts
 - Analyzed demographics to maximize engagement in social media platforms
 - Created Videos for Instagram Promotions
- Video Classes; skills acquired:
 - Digital Imaging: Photo/Video
 - Video Production for Small Businesses
 - Lens-Based Motion Production
- Photographing Accessories; skills acquired:
 - Lighting accessories
 - Photographing accessories from different angles

SKILLS & ACCOMPLISHMENTS

- Proficient in Adobe Photoshop, Lightroom Classic, Bridge, PremierePro
- Experience with a variety of camera equipment, set-up, operation, lighting and composition
- Detail-oriented, effective problem solver, and highly adaptable
- Ability to work in a team or independently; able to manage multiple priorities
- Excellent verbal and written communication skills

PROFESSIONAL EXPERIENCE

Arcobaleno Pasta Machines, LLC., Lancaster, PA - Marketing Department Intern

February 2024 - Present

- Coordinate marketing products through photography
- Assisting with video work to market products and machines
- Assisting with creating a social media calendar

Career Ready Lancaster Internship, Lancaster, PA - Project Management Consultant

January 2024 - Present

- Assist and train current Project Manager
- Assist the PCA&D Career Services Team in the authoring of a Project Manager Guide Book

Career Ready Lancaster Internship, Lancaster, PA - Project Manager - January 2023 - May 2023

Created short-film documentaries of local non-profit organizations

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- Coordinated resources and personnel for project execution
 - Created work schedules for seven team members to optimize time management
 - Coordinated and executed on-site responsibilities, such as test shots & set up of equipment
 - Created project call sheets, organized client meetings, and scoped filming locations

PCA&D PH&V Department, Lancaster, PA - *Photography Lab Monitor*

August 2022 - Present

- Facilitate equipment rentals to students
- Mix chemicals for analog film production
- Maintain inventory of departmental photographic equipment
- Maintain & troubleshoot printers and computers in the PH&V print lab

PCA&D PH&V Department, Lancaster, PA - *Into the Darkroom Podcast Co-Host*

September 2022 - Present

- Conduct in-depth research on visiting artists in preparation for interviews
- Craft interview questions for visiting artists to enhance engagement and foster meaningful connections
- Set up sound studio with audio equipment

Exhibitions

- 2023-2024: **Images and Echoes**; Hallway Exhibition, Pennsylvania College of Art & Design
- 2023: **Refractions & Reflections**; shown on the side of Pennsylvania College of Art & Design
- 2022-2023: **Anthology**; Hallway Exhibition, Pennsylvania College of Art & Design
- 2022: **All Student Show**; Main Gallery, Pennsylvania College of Art & Design
- 2022: **Walking on Eggshells**; Core Gallery, Pennsylvania College of Art & Design
- 2021-Present: Abu Dhabi Photo Blog Exchange: <https://pcad-zayed.tumblr.com/>

OTHER PROFESSIONAL EXPERIENCE

PCA&D Admissions, Lancaster, PA - August 2023 - PRESENT

Student Ambassador

4-H Summer Internship, Dushore, PA - *Part-Time Educational Support*

May 2023 - August 2023

Spencer's Gifts, Lancaster, PA - *Sales Associate*

November 2020 - June 2021; November 2022 - April 2023

Spencer's Gifts, Lancaster, PA - *Sales Supervisor*

June 2021 - November 2022