

Paige Tolan

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EDUCATION

Ithaca College, Roy H. Park School of Communications **Ithaca, NY**
Bachelor of Science – Television and Digital Media Production Dec. 2023
Concentrations in Video Production and Integrated Marketing Communications

University of Canterbury **Christchurch, New Zealand**
Study Abroad – Proficiency of Arts Spring 2023

MEDIA EXPERIENCE

Clark University Athletics **Worcester, MA**
Athletic Communications Assistant – Broadcast and Video Aug. 2024 – Present

- Lead the development, expansion, and optimization of broadcast and multimedia operations across 15 varsity sports.
- Manage live broadcast production for all athletic events, including setup, live operation, and staff oversight.
- Produce, shoot, edit, and distribute multimedia content – photos, videos, and graphics – summing to 300+ projects within the Athletics Department.
- Collaborate with cross-functional teams and external departments to enhance the department’s digital presence and engagement across platforms.

Cornell Center for Regional Economic Advancement **Ithaca, NY**
Multimedia Marketing Intern - Photo and Video Sep. 2023 – Aug. 2024

- Write, produce, and edit short-form video, photo, and graphic content for 20+ programs and startups, tailoring each piece for multiple audiences, messages, and social media platforms.
- Conduct interviews and direct talent, both remotely and in-person, to create engaging and authentic content that resonates with diverse audiences.
- Edit video for different formats, gather b-roll, add graphics, music, sound and color correction, etc.

Apple Harvest Festival Livestream **Ithaca, NY**
Executive Producer Sep. 2023 – Nov. 2023

- Led production of a one-hour livestream for Ithaca College Roy H. Park School of Communications’ YouTube channel.
- Coordinated all aspects of the broadcast, including writing anchor scripts, preparing rundowns, securing contracts for talent and locations, and managing content during live screening.
- Adapted to technical challenges and talent changes, ensuring smooth execution of the live broadcast.

Ithaca College Television **Ithaca, NY**
Executive Producer – Content and Technical Sep. 2020 – Sep. 2023

- Produced original content for a 30-minute news magazine, overseeing all stages from pre-production, pitches, remote and studio shoots, to final edit.
- Conducted interviews on sensitive and impactful topics, both remotely and in-person, ensuring comprehensive and engaging coverage.
- Managed a team of correspondents, providing guidance and feedback throughout production.

SKILLS

- Adobe Creative Suite (Premiere Pro, Photoshop, Lightroom, After Effects) | Video Production Management | Photo and Video Editing | Google Workspace | Detail-oriented | Communication

AWARDS

- “Outstanding Public Affairs Program,” New York State Broadcasters Association May 2022
- “Best Overall News Magazine,” New York State Broadcasters Association May 2022