

Paige Tolan

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EDUCATION

Ithaca College, Roy H. Park School of Communications

Bachelor of Science – Television and Digital Media Production

Concentrations in Production Management, Events, and Integrated Marketing Communications

Ithaca, NY

Dec. 2023

University of Canterbury

Study Abroad – Proficiency of Arts

Christchurch, New Zealand

Spring 2023

MEDIA EXPERIENCE

Clark University Athletics

Worcester, MA

Athletic Communications Assistant – Broadcast and Video

Aug. 2024 – July 2025

- Led the development and expansion of content strategy and marketing initiatives across 17 varsity sports, resulting in over 500 digital content projects, including photos, videos, and graphics.
- Served as primary liaison for athletes, coaches, student workers, campus departments, and external partners to execute event coverage and outreach.
- Coordinated logistics and creative direction for end-of-year athletics awards ceremony, managing all event assets, production timelines, and technical execution.
- Promoted student-athlete achievements and experiences through storytelling and visual marketing.

Cornell Center for Regional Economic Advancement

Ithaca, NY

Multimedia Marketing and Events Intern

Sep. 2023 – Aug. 2024

- Supported program management and event marketing for 20+ student-focused and community events, including university initiatives and startup programs.
- Collaborated with internal and external marketing and events teams to plan, market, and assess event outcomes, ensuring alignment with branding and audience needs.
- Assisted with all phases of event logistics, including media coverage, capturing visual content, and ensuring materials adhered to university and sponsor standards.

Apple Harvest Festival Live Event

Ithaca, NY

Executive Producer

Sep. 2023 – Nov. 2023

- Led the development and production of a one-hour livestream for the Ithaca College Roy H. Park School of Communications' YouTube channel.
- Managed project timelines, secured contracts for on-air talents and locations, and oversaw cast and crew.
- Adapted quickly to live technical challenges and talent changes, ensuring program success.

Ithaca College Admissions

Ithaca, NY

Admission Host and Tour Guide

May. 2021 – Nov. 2023

- Served as a campus ambassador and peer leader, guiding prospective students and families through campus experiences.
- Represented the college at large-scale admissions events, coordinating logistics and sharing personal insights into academic and student life.
- Supported event planning for open houses, orientation, and accepted student days.

SKILLS

- Adobe Creative Suite (Premiere Pro, Photoshop, Lightroom, After Effects) | Social Media Platforms (Facebook, Instagram, X, TikTok, YouTube) | Event Planning and Coordination | Leadership | Photography and Videography | Multitask | Detail-oriented | Cross-functional Communication

AWARDS

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