

# Lalise Eshete

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Salt Lake City  
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## EDUCATION

BA Communication, Art Minor, Westminster University, anticipated 2025

## EXPERIENCE

**Photographer, Event Coordinator**, Pangaea Family Foundation, Stansbury Park, Utah, 2015–Present

- Photograph for website and print material
- Create brochures, flyers, and posters for donors
- Coordinate 10 fundraising events monthly for two summers with over 100 donors

**Marketing Intern**, Westminster University Career Center, Salt Lake City, Fall 2024

- Designed flyers, posters, and social media posts weekly
- Wrote personalized marketing strategy and SWOT analysis
- Created five permanent decorations and four signs to promote Center

The Forum, Salt Lake City, 2022–2025

**Editor-in-Chief** 2024–2025

- Created and published bi-weekly content to WordPress and 1K followers across Meta platforms
- Produced and edited weekly social media videos
- Trained new editors, delegated tasks, and collaborated with The Forum adviser to instruct a class of eight reporters
- Conducted monthly interviews with the university president

**Managing Editor** 2023–2024

- Assisted team of 15 reporters, supplying story ideas and edits weekly
- Wrote articles and media caption posts for publication weekly
- Produced monthly newspaper with team

## SKILLS AND SOFTWARE

Adobe Premiere Pro

Adobe Photoshop

Adobe Illustrator

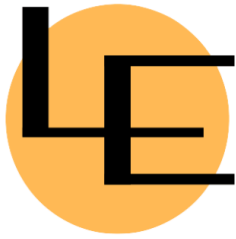
Adobe Lightroom, Canva

DSLR and film cameras

iMovie

YouTube, Google Workspace

Microsoft Office, WordPress



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## REFERENCES

Dr. Matt Baker, Westminster University, The Forum  
[mbaker@westminsteru.edu](mailto:mbaker@westminsteru.edu), 801-832-2818

Lisa Heiskell, Westminster University, Career Center  
[lheiskell@westminsteru.edu](mailto:lheiskell@westminsteru.edu), 801-651-0310

Brady Genter, Stansbury Pool, Supervisor  
435-730-7876