

# PRECIOUS BRASWELL

PHOTOGRAPHER & GRAPHIC DESIGNER

## EDUCATION

<b>2020 - 2021</b>	<b>MFA - PHOTOGRAPHY</b> Pratt Institute/Brooklyn, NY summa cum laude
<b>2019 - 2020</b>	<b>MFA - ADVANCED PHOTOGRAPHIC STUDIES</b> International Center of Photography/New York, NY
<b>2015 - 2019</b>	<b>BA - GRAPHIC ARTS WITH CONCENTRATION IN PHOTOGRAPHY MINOR IN COMPUTER SCIENCE</b> Saint Peter's University/Jersey City, NJ summa cum laude

## CONTACT

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www.braswellphotography.com  
www.linkedin.com/in/preciousbraswell

## SKILLS

- Adobe Creative Suite
- Google Workspace
- Microsoft Office
- Photography, Photo Retouching / Editing
- Social Media Marketing
- Basic Coding (HTML, CSS, JavaScript)

## EXPERIENCE

**2020 - 2021**

### **PRATT INSTITUTE - BROOKLYN, NY**

#### **Graduate Assistant, Photography Department & Tech Office**

- Aid in photo and film technical support for both undergraduate and graduate student body and faculty
- Organize computer and darkroom lab work stations to maintain proper printing equipment
- Generate social media content for the graduate photography artist talks and Instagram platform
- Generate gallery promotional prints for the Class of 2021 MFA Thesis Exhibition
- Carry out Pratt Institute's COVID-19 protocols to ensure the safety of both faculty and student body

**2018 - 2020**

### **JOWDY PHOTOGRAPHY - NEW YORK, NY**

#### **Sports Photographer (New York Giants | New York Jets | New York Yankees)**

- Capture fan photography during NFL & MLB preseason and seasonal events
- Utilize camera equipment for indoor and outdoor settings

**2018 - 2020**

### **NOVOFEX - KEARNY, NJ**

#### **Digital Marketing, Social Media Manager**

- Collaborate with business owners and marketing team, planning best promotional strategies to targeted audiences
- Oversee analytical statistics for social media platforms (Instagram, Twitter, Facebook, etc.)
- Generate graphics and ads for social media platforms
- Photograph products and retouch images for promotional services
- Regularly update websites both front end and back end to stay user-friendly and accessible

**2016 - 2019**

### **SAINT PETER'S UNIVERSITY - JERSEY CITY, NJ**

#### **Web Developer & Strategist, Web Strategies & Communications Department**

- Update branding guidelines for Saint Peter's University, web and print
- Generate graphics, ads and website layouts for university website, newspaper and LED billboard
- Regularly update websites both front end and back end to stay user-friendly and accessible
- Utilize equipment for photoshoot and interview settings