

Cassandra Schroeder

Portfolio: <https://cassandraschroeder.wordpress.com>

Contact: 732-619-0888 | cassandra.schroeder@gmail.com | New Brunswick, NJ

Personal Statement

B.A. Journalism & Media Studies; Certificate in Recording Arts. Pursuing a career in digital media and TV/film production. Demonstrated history of producing impactful stories from pre- to post-production. Passionate storyteller, self-starter, and collaborative team player with a positive attitude.

Work Experience

Audio Engineer and Production Assistant (Freelance)

Dec. 2024 – Present

- Collaborates with producers, clients, and artists to capture high-quality sound and video tailored to project goals
- Operates DAWs such as Pro Tools and Cubase for recording, mixing, and exporting to industry standards
- Manages workflow from recording through post-production, including improvisational capture, multitrack editing
- Troubleshoots technical issues to ensure minimal disruption during live and recorded productions
- Organizes and syncs video and audio assets across PC and Mac operating systems

Bookseller and Barista, Barnes & Noble

Nov. 2024 – Present

- Delivers high-quality customer service in a fast-paced retail and café environment
- Assists customers with book/music recommendations, merchandising, and in-store events
- Pitches marketing ideas and collaborate in social media content creation
- Maintains strong multitasking and communication skills while balancing multiple responsibilities

Business and Communications Manager, NASA New Jersey Space Grant Consortium

Aug. 2023 – Oct. 2024

- Led marketing and news video production, providing feedback to editors, and problem-solving obstacles
- Strategized and executed branding and marketing campaigns resulting in a 24% increase in applications
- Managed internal and external stakeholder relationships and pitched programs to STEM industry professionals, NASA subnetworks, and Congressional Representatives
- Responsible for and strategized the Consortium's 5-year, \$1 million budget
- Drafted annual proposals and monthly reports for programs, budget, and marketing

Program Coordinator, Rutgers University Aerospace Engineering

Aug. 2023 – Oct. 2024

- Wrote and edited news articles for web publication, adhering to journalist standards and copyright law
- Planned and hosted events, meetings, and conferences, coordinating all logistics including venues, catering, guests lists, expense reports, and more
- Worked with executive leadership to pitch and develop new initiatives and departmental communications
- Maintained databases and documentation, managing purchase orders and expenses with strict timelines
- Trained new staff on administrative tasks, website maintenance, internal communications, and more

Vacation Planner, Disney College Program, Walt Disney World, Orlando, FL

Aug. 2022 – Feb. 2023

- Maintained safety in high pressure work environment including crowds, equipment, dangerous weather
- Connected with approximately 100 guests daily, overcoming cultural and language barriers
- Achieved Top Performer recognition for sales results
- Multi-tasked and navigated complex computer systems to anticipate and fulfill guests' needs

Podcast and Video Producer

Sept. 2019 – April 2023

- Produced and edited narrative and news podcast episodes
- Screenwriter and Sound Designer for independent short films for various genres
- Coordinated interviews, booking, post-production workflows, and publishing
- Edited videos for short-form and long-form content including color correcting, titles, and credits

Music Producer

Sept. 2019 – July 2023

- Arranged, recorded, mixed, and mastered over 35 tracks using Pro Tools
- Composed and managed distribution of original music across Spotify, Amazon, and other platforms
- Composed original score for independent short film
- Planned East Coast tour and marketing campaign coordinating a \$9,000 budget

Journalist, Rutgers University Student Paper

Sept. 2019 – Dec. 2020

- Wrote weekly and daily news reports, editorials, and social media posts for news, arts and entertainment
- Conducted fast and accurate research using primary resources to adhere to strict deadlines
- Led interviews with diverse individuals including faculty, civilian eyewitnesses, musician headliners

New Jersey Digital Audio Concert, New Brunswick, NJ

Oct. 2019

- Original, independent digital audio composition presented, *Interstellar Vampire*

Technical Skills

Adobe Premiere Pro
Adobe Audition
Avid Media Composer
Photoshop

Pro Tools
Logic Pro
Video Editing
Canva

Sound Recording/Mixing
Camera operation/DSLR
Mac and Windows
Social Media

Researching
Google Suite
Excel
Microsoft Office 365

Volunteer and Extracurriculars

Performing Arts - Choir & Acting

Sept. 2023 – Present

Women's Writing Camp

Oct. 2019 – Dec. 2025

Sports and News Broadcasting Intern, Rutgers R/Vision and RU-TV

Jun. 2016 - Aug. 2019

Shadowed live sports and news broadcasting, camera operation, directing, and control room

Education

Rutgers University – School of Communication and Information

Jan. 2021

B.A. Journalism & Media Studies

Rutgers University – Mason Gross School of the Arts

Jan. 2021

B.A. Recording Arts | Music Minor

Macquarie University – Sydney, Australia

Feb. 2018

Study Abroad Program

Douglass Residential College

Jan. 2021