

MICAH AUDYCKI

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PROJECTS

Event Coordinator | ART BA Practicum
Jan 2022- May 2022

- Lead team of 6 students to coordinate inaugural Graphic Design BA Senior Gallery to celebrate the accomplishments of the graduates
- Supervise planning committee to develop promotional guidelines and materials for the event by delegating projects, leading meetings, and maintaining project timelines
- Provide technical assistance to class of 23 students by offering constructive feedback on designs, project management, and tangible project creation

Project Coordinator | Capstone Project
Jan 2022- May 2022

- Create a comprehensive LGBTQ advocacy campaign entitled "UNITE & FIGHT" through print and digital content such as stickers, flyers, social media posts, and a landing page to promote unity and social justice
- Conduct research about the history of social activist movements, LGBTQ+ art and design, and street art to ensure informed representation of minority groups
- Construct [campaign landing page](#) using using HTML and CSS housing resources relevant to LGBTQ care and organizing for social change to ensure audience members have the appropriate tools to take action

Volunteer Lead | Students Helping Oz Peers (SHOP) | Jan 2022- May 2022

- Communicated volunteer responsibilities to peers in COM490: Communication Capstone & Service Learning class to ensure successful completion of tasks

EDUCATION

State University of New York (SUNY) at Oswego

Bachelor of Arts in Art, Graphic Design Emphasis

Bachelor of Arts in Communication

GPA: 3.50

Dean's List: Spring 2020-Spring 2022

Outstanding Educational Event: Spring 2020

Academic Excellence Scholarship Recipient: Fall 2019-Spring 2022

May 2022

EXPERIENCE

Graphic Design Intern | Jan 2022- May 2022

Valpak of Rochester

- Utilized Canva and Adobe Suite to create three graphics per hour to be used on Facebook and Instagram
- Advocate for inclusivity and accessibility at Valpak to create a more diversified experience for employees, consumers, and future interns
- Demonstrate proficient social media literacy by creating specialized content for 8+ clients and utilizing a social media schedule
- Conduct research to ensure content created reflects client's brand, intended messaging, audience insights, and accessibility standards

Public Relations | Aug 2021-May 2022

Queer Trans Outreach Center

- Coordinate 15 educational events per year for SUNY Oswego students, faculty, and staff about LGBTQ topics in order to ensure proper respect for LGBTQ+ individuals in the Oswego community
- Connect LGBTQ students with life-saving resources provided by QTOC and SUNY Oswego administration through print and digital content for events, social media, stickers, and resource materials in order to lessen the effects of systemic oppression
- Conduct discussion-based programming with students, faculty, and staff to cultivate relationships and create a welcoming campus environment

Communications Intern | Dec 2021- Jan 2022

Dresden Public Relations

- Develop media content including video editing, graphic creation and social media posting, website production, and writing for publication to accurately and completely represent the client's vision and position in the public eye
- Create mock-up products, presentation visuals, and other promotional materials to aid in product pitch
- Utilize iMovie, Adobe Creative Suite, Hootsuite, Squarespace, Wix, and ProCreate to fulfill task requirements

Programming Intern | Aug 2021-Dec 2021

SUNY Oswego EXCEL

- Organize inaugural On-Campus Internship Expo hosting 20+ employer sites to connect with over 200 student attendees
- Create promotional materials for email, Instagram, digital signage, and large-scale print through use of Adobe Creative Suite, Procreate, and Handshake
- Coordinate informational presentations about SUNY Oswego Internship programs for student groups of 10-30 to encourage students to engage in credited internships

Promotions Intern | June 2021-Aug 2021

SUNY Oswego Career Services

- Curated outreach posts and newsletters for email, Facebook, and Instagram using Adobe Creative Suite, Later., and MailChimp
- Completed research regarding age-related use of Instagram, Facebook, Twitter, LinkedIn, and TikTok to advise career services on future management of social media platforms