

# SARA HAFFTEN

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Portfolio Website: <https://sarahafften7.wixsite.com/sara-hafften-photo>

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## ***Education:***

University of Wisconsin–La Crosse (UWL), La Crosse, WI

Bachelor of Science – College of Arts, Social Sciences, and Humanities, May 2023

- Major: Communication Studies, emphasis in Media Studies
- Minors: Digital Media and Design, Photography
- Cumulative GPA: 3.95, Dean's List (2019-2023)

## ***Work Experience:***

### **Creative Services Producer**

*Gundersen Health System – Emplify – La Crosse / May 2023 – Present*

- Capture images of patients in a manner consistent with patient-centered care
- Communicate scheduling and creative direction with various departments and individuals internally and externally
- Provide photo and video services for staff, professional portraits, and special events occurring on and off campus
- Create images for use in brochures and marketing campaigns
- Process, edit, and upload images for final output

### **Medical Media Intern**

*Gundersen Health System – Emplify – La Crosse / December 2022 – May 2023*

- Initiated writing articles and taking photos for internal audience by contacting media relations team
- Assisted with video recordings, photo shoots, and presentations
- Photographed conference rooms and revised database with updated photos and equipment inventories

### **Assistant Campus Photographer & Videographer**

*University of Wisconsin – La Crosse / September 2021 – May 2023*

- Photographed weekly events, portraits, and client projects under the direction of the campus photographer
- Responsible for DSLR camera operation, studio lighting, and digital photo editing
- Edited, color corrected, retouched, added metadata, and uploaded photos to UWL's photo and video library
- Operated video cameras for two live streamed UWL Commencement Ceremonies and the 2022 UWL TEDx Event

### **Photography & Videography Intern**

*Mississippi Valley Conservancy / June 2022 – August 2022*

- Produced, shot, and edited a one-minute video for the Conservancy's Giving Tuesday Campaign
- Communicated with landowners to take photos for the Conservancy's digital and print publications
- Collaborated with the communications team and committee on multiple projects
- Traveled to take on-site photos of interns working at multiple locations in southwestern Wisconsin
- Edited photos using Lightroom and uploaded them to a digital library

### **Editorial Intern**

*Greenspring Media / May 2021 – August 2021*

- Captured photos and conducted interviews
- Wrote, edited, fact-checked, and proofed content
- Attended weekly editorial planning meetings and generated story ideas for both print and digital products

## **Photojournalist**

*The Racquet Press / August 2020 – January 2021*

- Independently took photos and wrote weekly articles for UWL's student newspaper, The Racquet Press
  - Completed background research, fact checking, interviewing, writing, and copy editing
  - Collaborated with editors and staff to generate weekly story ideas
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## ***Awards & Acknowledgements:***

- July 2024 Undercroft Gallery Artist
- 2 entries chosen for the 2023 UWL All Student Juried Art Exhibition
- Received Catherine Crail Art Award (2023)
- 3 entries chosen for the 2022 UWL All Student Juried Art Exhibition

## ***Collegiate Involvement:***

- Restarted UWL Photography Club as president (Spring 2023)
- Lambda Pi Eta – National Communication Association's official honor society (2021 – Present)
- UWL Communication Club (2019 – 2022)
- National Society of Leadership and Success (2021 – 2022)

## ***Skills:***

- Adobe Creative Suite: Bridge, Lightroom, Photoshop, Premiere Pro, Illustrator, and InDesign
- Microsoft Office Suite
- Cumulus, Widen
- Capture One

## ***Hobbies and Interests:***

- Music – Drumming, singing, and going to concerts and festivals
- Ceramics – Recently completed a beginner class at The La Crosse Clay Center and loved it
- Media and Internet Culture – Analyzing different forms of media and participating in them
- Nature – Going on hikes to recharge and find creative inspiration