

## **Rob Schenk**

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### **Education:**

**BA in Journalism, BA in Cinema Studies**, minor in Music Technology

*Class of 2019 University of Oregon, School of Journalism and Communication, Eugene, Ore.*

**GPA:** 3.85 cumulative, cum laude with Cinema Studies Departmental Honors.

**Awards:** Dean's Award for Service 2019, Dean's List 2015-2019, Ken A. Warner Scholarship Student 2015-2019, School of Journalism Hall of Achievement Scholarship Student 2015-2019, Summit Scholarship Student 2015-2019

### **Work Experience:**

**Head Baker, Great Harvest Bakery, Eugene, Ore.**

**September 2019 – Present**

- Taught and trained four new employees on bread baking technique and bakery operations, scaffolding their understanding of the science behind baking.
- Crafted up to nine different breads a day, with an average baking output of 150-200 loaves a day and 700 loaves a week.
- Developed and executed digital marketing campaigns on Facebook and Instagram to boost sales, increasing online orders by a factor of 75%.

**Digital Marketing Manager, Dub-Stuy Records, Brooklyn, N.Y.**

**February 2019 – Present**

- Created marketing materials and campaigns including videos and professional photography for label releases and events. Curated and managed all social media focusing on releases, label branding and continuity, increasing engagement by 33%.
- Researched and wrote in-depth articles for website on sound system-related topics and culture, creating and publishing monthly newsletters and serving as point of contact for label events, working with international artists and average event attendances of 400 people.
- Built and managed public relations database focused on brand interaction and media outlets, reaching over 45 radio stations and 120 media outlets worldwide.

**Marketing/Events Coordinator, Harmonic Laboratory, Eugene, Ore.** **June 2019 – October 2020**

- Created and managed marketing campaigns aimed at raising awareness around local artists, performances and Harmonic Laboratory, increasing social media following by 100%.
- Managed and facilitated weekly community music performances in partnership with Eugene Cultural Services, featuring different local artists for 8 weeks.
- Created teaching materials and implemented information campaigns about Harmonic Laboratory's work in the Eugene musical community as a non-profit organization.

**First-Year Interest Group Assistant, University of Oregon, Eugene, Ore.** **March 2018 – May 2019**

- Created and taught a new First-Year Interest Group for 10 weeks, developing a wholly original curriculum and class syllabus designed to introduce students to college academics and research methods through the study of the American music industry, with a class of 18 first-year students
- Integrated the class with a student group (the Music Industry Collective) for the first time in the history of First-Year Programs.

**Co-Founder/President, Music Industry Collective, Eugene, Ore.                      March 2016 – June 2019**

- Launched student networking and information group to connect students interested in the music industry to professionals and opportunities, working with industry organizations and professionals such as Goldenvoice, Pickathon, and December Carson.
- Lead and organized more than 40 different artist discussions, events and showcases on topics within the music industry such as booking, management and recording.

**Programming Director & Radio DJ, KWVA 88.1 FM, Eugene, Ore.                      January 2016 – June 2019**

- Recruited, managed and trained more than 90 DJs aged 19-65, organizing their respective schedules monthly and managing all volunteer training and communications.
- Oversaw station operations on a day-to-day basis, acting as the main point of contact and student representative for the station 24 hours a day, 7 days a week.
- Created training materials for new DJs and taught volunteers the technical and legal aspects of radio, leading station orientations, equipment trainings and volunteer recruitment activities.
- Planned and booked artists for events and coordinated community DJ nights, creating and managing up to three events weekly with an average attendance of 30-150 people.

**Volunteer Experience:**

**Tutor, CCCS Youth Tutoring Program, Seattle, Wash.    September 2020 – Present**

- Remote tutor for two students ages 11 and 17, teaching language arts, mathematics and English as a second language. Staying within their zone of proximal development and managing remote learning experiences by setting achievable goals.
- Providing career guidance and emotional support for students adjusting to online learning.

**Tutor, Chegg Tutoring Services, Eugene, Ore.    August 2020 – Present**

- Tutoring, teaching and answering questions regarding English, Communications, Cinema Studies and Music Studies.
- Offering assignment feedback and school advising in real time

**Gardener, Buddha Eye Temple, Eugene, Ore.    June 2020 – August 2020**

- Completed basic maintenance on temple grounds, including pulling weeds and assisting head gardener with heavy loads.

**Skills and Languages:**

- Proficient in WordPress Site Management, Adobe Software Suite, Microsoft Office Suite, Google Systems, Facebook Ads Manager, Logic X, Final Cut Pro, Research, Copywriting, Reporting and Editing.
- Intermediate knowledge of Mandarin Chinese

**Extracurricular Activities:**

**University of Oregon Cycling Team, Eugene, Ore.    September 2016 – June 2019**

- Traveled to Washington, Idaho, and Colorado to participate in Northwest Collegiate Cycling Conference races, including the collegiate championships.