

Eleanor Peterson

Professional Summary

Creative media professional with extensive experience in community engagement, media production, and event coordination. Skilled in developing and executing outreach initiatives, amplifying diverse voices, and fostering partnerships to expand media access and promote cultural initiatives. Proven ability to coordinate logistics, manage technical operations, and provide exceptional customer support in dynamic, hands-on environments. Committed to leveraging media as a tool for positive social change and community impact.

Relevant Experience

SAINT PAUL NEIGHBORHOOD NETWORK (SPNN)

St. Paul, MN

Board Member

Mar 2025 - Feb 2028

- Collaborate with community organizations and local creators to expand media access, outreach, and storytelling initiatives in the Twin Cities.
- Advocate for equitable representation in local media, focusing on empowering underrepresented voices through creative programming and partnerships.
- Design and implement outreach strategies to expand the reach of local film festivals, media programs, and community events.
- Assist in community partnership development, organizing events and educational opportunities that foster collaboration and cultural exchange.

ROBERTS CAMERA

Indianapolis, IN

Coordinator, Educational and Commercial Sales

May 2022 - Dec 2022

- Nurtured client relations by managing orders, meeting with guests, and coordinating special orders.
- Scheduled and coordinated equipment logistics, transportation, and lodging for a team of traveling salespeople during trade shows.
- Managed and organized customer profiles, transaction histories, and preferences through NCR Counterpoint.
- Utilized NCR Counterpoint's reporting tools to analyze inventory needs, resolve customer issues, and examine past purchasing history.

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

Cleveland, OH

Public Outreach Intern - Graphics and Visualization Lab

Jan 2019 - Aug 2020

- Developed and managed outreach campaigns to promote NASA's educational and public engagement initiatives.
- Managed the GVIS Lab facility and equipment during educational tours and visits from local representatives and special guests.
- Coordinated logistics for outreach events, including the management and transportation of equipment to ensure smooth execution of community programs and STEM education initiatives.
- Worked as a NASA liaison with community partners, including schools and public institutions, to build relationships and increase awareness of STEM education opportunities.

Relevant Volunteer Experience

SAINT PAUL NEIGHBORHOOD NETWORK

St. Paul, MN

Girl Scout Short Film Instructor

Jan 2025

- Led a hands-on filmmaking workshop for Girl Scouts, guiding participants through the creation of Public Service Announcements (PSAs).
- Taught participants the fundamentals of filmmaking, from storytelling and visual composition to editing, fostering both creativity and technical skills.
- Collaborated with participants to identify social impact themes and showcase their work, helping them understand the power of media in community engagement.

Education

UNIVERSITY OF MINNESOTA

Minneapolis, MN

Art BFA, Film, Photography

Dec 2020

Summa Cum Laude

Skills

Media Production

DSLR cameras, SLR cameras, lighting, audio equipment, video editing, film set management, tripods, digital and analog production pipelines

Software

Adobe Premiere Pro, Final Cut Pro, Adobe Photoshop, Adobe After Effects, CRM systems (NCR Counterpoint), Google Suite, Slack, Microsoft Teams

Event Coordination

Scheduling, logistics, community outreach, member engagement, social media

References

Dr. Herb Schilling

Computer Scientist | Team Lead, Scientific Computing and Graphics

NASA | Glenn Research Center

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Nick Henry

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