

Tim Eterno

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Brooklyn, NY

PROGRAM SKILLS

ADVANCED: Google Suite, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Premiere Pro, Word, PowerPoint, Excel, WordPress, Hootsuite, Sprout Social, Audacity, Zoom, Instagram, Clip Studio Paint

EXPERIENCED: Lightroom, Firefly, Copilot, Canva, Wix, Mailchimp, Trello

PROFESSIONAL EXPERIENCE

Brand Ambassador **June 2024 – Present**
Mustard Lane (New York City, NY)

- Representing local and national brands via in-persons staffing engagement
- Providing scripted dialogue roles and live character roles for clients: tour guiding, toy demos, and greetings
- Engaging in street promotion: distributing brochures and word-of-mouth advertising with street team
- Running line management, checking in VIPs, managing coat check, and manning photo booths at company and consumer events

Staff Cartoonist **Oct 2021 - May 2024**
The Butler Collegian

- Authored and illustrated a weekly comic strip [“Chip Scribble”](#) for Butler University’s nationally-recognized newspaper
- Retouched and edited color values for printed versions of the comic
- Received two consecutive awards for “Best Editorial Cartoon, Division II” from the Indiana Collegiate Press Association (ICPA)

Design Fellow **Jan 2024 – May 2024**
Bohlsen Group

- Created unique graphic designs for 8 simultaneous client businesses
- Designed creative for clients’ digital ad campaigns (static and video) and layouts for company business proposals and press releases
- Developed a company communications strategy outlining initiatives for an employee newsletter, increased community involvement, and a series of Media Training instructional videos
- Produced, edited, and created graphics for “Taking Care in Business,” a monthly client podcast. Published podcast on Spotify and on Bohlsen Group website, created promotional posts on LinkedIn

Marketing Intern **Aug 2023 – Dec 2023**
Eiteljorg Museum

- Created materials for paid advertising campaigns in digital markets via television, radio, and billboards
- Generated more than 11,000 total engagements across three social media pages, an 138% increase over previous quarter
- Copywrote press releases, blogs, and newsletters. Researched and compiled content for social event calendar, designed to inform 500+ museum members and contributors about upcoming events
- Captured photography and videography of museum events to integrate into promotional content

Communications and Marketing Intern **Jan 2023 - May 2023**
Downtown Indy, Inc.

- Promoted city partners’ events via three social media platforms and engaged in event planning. Networked with media contacts to spread publicity to Indianapolis citizens and drive traffic to DowntownIndy.org
 - Managed three social media accounts and generated more than 60,000 total engagements
 - Created original promotional artwork to supplement social media initiatives and advertise special events
 - Copywrote weekly digital newsletters, press releases, and blogs
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EDUCATION

Butler University **Aug 2020 - May 2024**

- BA Creative Media and Entertainment (2024)
 - *The Butler Collegian* Staff Cartoonist, Speaker’s Lab Tutor, *Manuscripts* editor, Sandbox Student Productions Media and Marketing Executive, College of Communication Diversity, Equity, and Inclusion Advisory Board member, Spencer Fox Scholarship recipient
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CREATIVE EXPERIENCE

Voice Acting **2020 - Present**
Providing voices for animated series, short films and indie video games; commercial voiceover for ads including “Genshin Impact”

Director of animated short: [“GARAGE SALE”](#) **2024**
Wrote, storyboarded, and designed a fully-animated short; coordinated a team of 30+ artists/animations. Received several awards at film festivals and 100K views on online platforms