

Patricia (Penny) Bradford

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EDUCATION

University of Illinois, Urbana-Champaign, IL

Graduation date: May 2025

Bachelor of Science in Journalism with a Minor in Public Relations

Major GPA: 3.51/4.00

- Member, National Association of Black Journalists (NABJ)

Parkland College, Champaign, IL

Graduation date: May 2021

Associate of Arts in Communications

Major GPA: 3.16/4.00

- Honors list: Fall 2019 and Radio DJ for WPCD 88.7 FM

WORK EXPERIENCE

Parkland College

Champaign, IL

Marketing & Digital Content Manager, Full-time

September 2025–Present

- Managed multi-channel marketing campaigns to strengthen brand awareness and student enrollment.
- Audited and managed web content to ensure accessibility, accuracy, and brand consistency.

UI-7 Newsroom, University of Illinois

Urbana, IL

Multimedia Journalist, Part-time

January 2025–May 2025

- Produced VO/SOTs, field reports and packages on local news, entertainment and campus events.
- Researched, wrote and edited scripts while delivering live and pre-recorded segments on-air.

Illinois Public Media

Urbana, IL

Reporter & Producer, Part-time

May 2024–August 2025

- Produced and promoted stories for broadcast and web on cultural, political, and economic topics.
- Created digital content and social media posts to increase listenership and online engagement.
- Designed graphic images and digital copy aligned with brand voice and audience strategy.

WPGU 107.1FM, Illini Media Company

Champaign, IL

Assistant Program Director/On-Air DJ, Full-time

March 2024–Present

- Mentored and trained 50+ students on radio broadcasting, audio editing, and branded content strategy.
- Collaborated with campus organizations to develop content and event campaigns for social media.
- Oversaw daily program planning, using MusicMaster and WideOrbit to ensure successful broadcasting.

Aerie

Champaign, IL

Assistant Store Manager/Interim Store Manager, Full-time

May 2022–April 2024

- Directed all in-store visual marketing, including monthly plan-o-grams and brand presentation builds.
- Managed inventory and payroll while leading a team to meet and exceed annual and weekly sales KPIs.

ACTIVITIES

America Reads/America Counts

Champaign, IL

Tutor

August 2024–May 2025

- Fostered academic and behavioral growth in preschool-aged students through interactive learning.

University of Illinois Urbana-Champaign

Champaign, IL

Teacher's Assistant

August 2024–May 2025

- Evaluated and graded assignments and provided feedback for an introductory-journalism course.

SKILLS

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|------------------|----------------------|--------------------|----------------|
| • Adobe Audition | • WordPress | • Google Analytics | • AP Stylebook |
| • Premiere Pro | • Express Engine | • Sony Z-150 | • MS Office |
| • InDesign | • Instagram/Facebook | • WideOrbit | • Canva |
| • ClickUp | • DNN Platform | • Mailchimp | • Slack |

