

VIDEOGRAPHER

Professional Profile

Creative individual seeking an Associate Editor position with American Greetings to utilize writing and editing skills to create innovative and trend-driven products.

Qualifications

- Designed and wrote content for materials geared towards various audiences in print and/or digital form - newsletters, blogs, scripts, feature articles, advertisements, speeches, brochures, and presentations
- Implemented digital marketing strategies across social media platforms
- Skilled reporter and editor
- In-depth knowledge of video production: editing techniques, video equipment and tools
- Implemented leadership, training and supervision for department interns
- Developed creative marketing presentations to improve engagement

Experience

03/2015 to Current

Videographer Company Name i¼ City , State

- Worked in collaboration with clients and production staff to produce a variety of video products, including both live events and video packages.
- Conducted field-based video production, which involved interacting with clients and operating all portable video and audio equipment.

06/2014 to Current

Digital Media Specialist Company Name i¼ City , State

- Responsible for creating content for new website and app called LCExplorer.com.
- Created and implemented a digital marketing plan that increased LC Explorer's user base to 10,000 monthly active users in six months.
- Wrote blog posts to promote the website and app.
- Managed Facebook, Twitter, and Instagram to effectively drive brand awareness, engagement, and traffic to website.
- Developed and implemented an email marketing campaign for both LC Explorer and Emerge's web services.
- Produced, edited and acted as on-camera talent for instructional videos that were used for customer support, orientation and training.
- Created series of web videos to highlight successes of local businesses.
- Managed a team of interns to help produce content for LC Explorer.
- Communicated with clients to manage and update the business directory on LCExplorer.com.
- Planned and coordinated events to launch various Emerge Inc. services.
- Wrote, edited, and posted press releases to LorainCounty.com.

10/2013 to 04/2014

Reporter Company Name i¼ City , State

- Researched and wrote investigative news stories that were published in the Akron Beacon Journal, the Youngstown Vindicator, and TheNewsOutlet.org
- Conducted interviews for the purpose of writing, producing, and recording radio pieces to accompany the print media.

07/2013

Promotions Intern Company Name i¼ City , State

- Maintained social media accounts throughout summer to highlight the success of the organization's alumni and increase membership.
- Filmed and edited videos to promote annual fundraiser and posted to social media sites.
- Created and maintained blog to feature the successes of the organization's interns.
- Wrote stories for newsletter.
- Promoted annual fundraiser using social media and video advertisements.

10/2012 to 04/2013

Program Producer Company Name i¼ City , State

- Created and produced a news and entertainment program for Z-TV and WVPX titled "Lights, Camera, Akron!" Responsible for all aspects of program production including selecting content, directing live-to-tape studio sessions, and editing packages.
- Scheduled and conducted guest interviews.
- Developed and implemented social media strategy to promote program and engage student audience.
- Facilitated team meetings to develop ideas and organize production.
- Communicated with WVPX Channel 23 to ensure program was delivered in a timely manner for their regularly scheduled broadcast.

07/2012

Production Intern Company Name i¼ City , State

- Worked on the live, daily entertainment program, "New Day Cleveland." Served as production assistant on location shoots.

- Wrote and uploaded articles to station's website and social media sites.
- Acted as floor director, operated teleprompter, and assisted in the control room with producers and technical director.
- Engaged in creative planning sessions with producers and training sessions with technical crew members.
- Scheduled guests and did post-show follow-up with viewers regarding program content.

01/2010 to 01/2013

Social Media and Content Specialist Company Name i¼ City , State

- Produced, edited and acted as on-camera talent for instructional videos that were used for customer support, orientation and training.
- Managed day to day social media activities for Emerge Inc.
- and LorainCounty.com.
- Responsible for comment moderation, consumer interaction, and diffusing any online issues.
- Produced promotional videos to showcase local companies on LorainCounty.com.

Education

May 10, 2014

Bachelor of Arts : Journalism, Media Production, and Radio/TV THE UNIVERSITY OF AKRON i¼ City , State GPA: GPA: 3.988/4

Journalism, Media Production, and Radio/TV GPA: 3.988/4

Skills

advertisements, ads, audio, broadcast, com, content, clients, customer support, directing, editing skills, editing, editor, email, feature articles, Explorer, director, marketing plan, marketing strategies, marketing, meetings, newsletters, newsletter, Camera, presentations, press releases, print media, producing, radio, recording, reporter, scripts, social media platforms, stories, strategy, TV, trade shows, video, video production, website, articles

Additional Information

- ACHIEVEMENTS Graduated Summa Cum Laude Two-time Emmy Nominated Producer for "Lights, Camera, Akron!," 2013 & 2014 Top 10 Honors College Graduating Senior Ohio Association of Broadcasters Scholarship Recipient National Academy of Television Arts and Sciences Scholarship Recipient John S. Knight Scholarship Recipient Emerging Leaders Program Residence Hall Program Board Member National Society of Leadership of Success Dean's List (2010-2014) Academic Scholarship Recipient High School Valedictorian