

## CREATIVITY ♦ MARKETING ♦ LEADERSHIP ♦ RESULTS

18-year career managing projects and leading teams across various media to inspire audiences, communicate cohesive messages, and achieve goals. Master's degree in Media & Communication from Florida State University with a certificate in Digital Video Production.

- *Effective marketing strategist*
- *Proven manager and team leader*
- *Experienced graphic designer*
- *Award winning videographer & filmmaker*

## WORK EXPERIENCE

### ***Production Manager*** (April 2013-Current)

Florida State University College of Medicine, Tallahassee, FL

- Dramatically increased the quantity of visual media produced by the College
- Increased visibility of College by driving more traffic to social media channels utilizing dynamic videos and captivating visuals
- Streamlined the workflow for the media department and established standard operating procedures for productions
- Served on the editorial board and as Design Editor for the PLAID Journal, a scientific journal dedicated to people living with Diabetes
- Increased visibility of the PLAID journal through comprehensive email and social media marketing
- Established style guides and extensive marketing plans for the PLAID Journal and the Center for Child Stress & Health
- Led and supervised the media department in the creation of graphics, videos and animation
- Maintained production timelines and ensured all projects were delivered on time and on budget
- Set, approved and maintained quality control and ensured all work was consistent with university and college brands
- Worked with instructional design team to review staff needs and provide recommendations for appropriate and effective design services and technology integration
- Worked in tandem with production team, communications team and internal staff members to determine script tone and content for video
- Wrote scripts, produced storyboards and conducted interviews for video productions
- Provided visual design solutions for the entire College serving both outreach and educational needs
- Worked with outside vendors and printers to achieve high quality, timely delivery within budgetary requirements

### ***Co-founder, Art & Marketing Director*** (April 2011-March 2018)

Tally Shorts Film Festival, Tallahassee, FL

- Increased festival attendance by 20% each year
- Increased festival film submission rates by 200%
- Increased festival visibility within the community by utilizing a variety of local outreach and social media efforts
- Developed comprehensive marketing plan for festival
- Led and supervised creative team
- Supervised social media team and approved posts and timelines
- Determined each year's overall festival look and feel
- Coordinated with team to plan, budget, market and organize the film festival and accompanying events and panel discussions
- Created opportunities for community outreach
- Worked with team members and volunteers to maintain brand consistency and cultivate an engaging attendee experience
- Maintained and monitored festival website, submission platforms and social media channels
- Worked with outside vendors to secure needed collateral and advertising
- Developed and wrote content where needed

*(continued on next page)*

## WORK EXPERIENCE

(continued from previous page)

### **Assistant Manager of Brand & Consumer Engagement**

(February 2010-April 2013)

Homes & Land (International headquarters), Tallahassee, FL

- Expanded brand reach and visibility utilizing social media advertising and pre-roll videos
- Assisted in new product development and implementation
- Led the creation of mobile applications and expanded the company's mobile offerings
- Led team members in designing, developing and creating engaging user experiences for corporate and supplementary franchise websites
- Led design team in the creation and roll out of advertisements for both print and digital media
- Served as lead designer for the expanded consumer centric content for magazine
- Ensured brand consistency across multiple touch points and developed thorough style guide to be used by franchise members
- Wrote, animated, filmed and edited videos to promote company website
- Expanded corporate advertising and product offerings for franchise owned magazines
- Directed the design and development of innovative franchise engagement portal to allow for increased communication, accessibility and assistance from the corporate office

### **Video Editor/Animator (2000-2010)**

Interactive Training Media, Inc., Tallahassee, FL

- Planned and directed filming sessions, whether on-location or in a studio environment
- Filmed and edited educational, training, and marketing videos
- Produced original animations, both 3D and 2D, to enhance video presentations and illustrate complex concepts
- Create 3D models for use in training software

### **Freelance Video Editor/Animator (2007-2010)**

Various Clients, Tallahassee, FL

- Planned, directed, filmed, and edited two informational videos for Florida Literacy and Reading Excellence (FLaRE)
- Wrote, planned, directed, and edited an informational video for the non-profit organization, Ronald McDonald House

## EDUCATION

- **Master's Degree in Media & Communication Studies (2018)**

Florida State University - Tallahassee, FL

Digital Video Production Certificate

- **Bachelor of Science in Studio Art (2004)**

Florida State University - Tallahassee, FL

- **Bachelor of Science in History (2004)**

Florida State University - Tallahassee, FL

## SOFTWARE/TECH SKILLS

Adobe Creative Suite (After Effects, Premiere, Photoshop, Illustrator, and InDesign), Final Cut Pro, Motion, Color, Lightwave 3D, WordPress

## OTHER PURSUITS

### **Independent Filmmaker**

- Produced, directed, and edited the short documentary *The Greater Good* exploring the state of primary care in Florida, which is being adapted into a feature length film
- Produced, directed, and edited the short independent films *Lucky Break* and *Specimen 0625*, which have been shown in over 30 film festivals internationally and won 2 awards for best short film

### **Film Festival Volunteer (2008-2010)**

Tallahassee Film Festival

- Member of the the programming committee from 2008-2010
- Served as Ticketing Coordinator in 2010