

**VIDEO CREATIVE DIRECTOR & MARKETING STRATEGIST:** An award-winning Creative Director with over 10 years of experience in Video Production and Marketing Strategy. A leader in authentic storytelling with a proven track record of positive business results. Solution-oriented, decisive, and collaborative.

*Core Competencies include:*

- Creative Direction
- Adobe Creative Cloud
- Video Editing
- Project Management
- YouTube Optimization
- Content Marketing
- Diversity & Inclusion
- Social Media
- Marketing Strategy

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## PROFESSIONAL WORK HISTORY

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**Creative Director, Video,** Southern New Hampshire University (Manchester, NH) Feb 2021 – Current

- Manages team of Assistant Creative Directors, Video Editors, Video Producers, production personnel and freelancers; identifies resource allocation
- Ensures strong brand strategy is executed through each creative project
- Develops annual marketing strategies and plans for Creative Department
- Develops and presents pitch presentations to stakeholders for integrated marketing campaigns
- Reduced external production costs by up-skilling and training internal staff; adding production, audio recording and mixing, color correcting in house
- Launched new media strategies such as TikTok and podcasting
- Contributed to YOY lead generation and enrollment increases to over 130K students
- Increased SEO through content marketing best practices, increased YouTube subscribers to over 10K
- Leads brainstorming sessions for in-person and remote employees
- Developed creative marketing strategies for B2B and B2C clients

**Associate Creative Director, Video,** SNHU (Manchester, NH) Nov 2016 – Feb 2021

- Developed strategic plans for integrated marketing campaigns that include broadcast commercials, social media ads, and website video content
- Identified deficiencies in data management system, coordinated updates, implanted new IT server and trained Department on usage
- Increased scale and quality of video productions on flat YOY budget
- Increased YOY lead generation and new student enrollments, exceeding 100,000 students
- Managed team of Videos Editors, student workers, and freelancers

**Lead Editor & Studio Manager,** SNHU (Manchester, NH) Oct 2012 – Nov 2016

- Quickly promoted from Video Editor to Lead Editor & Studio Manager within first year
- Established comprehensive workflows, file management systems, and video equipment distribution
- Managed team of editors, student workers, and freelancers
- Completed over 9 multimillion-dollar television marketing campaigns

**Video Editor & Assistant Producer,** MAC Group (White Plains, NY) Jan 2011 – Oct 2012

- Video editing, audio recording, and project management for over 6 major photography equipment brands including Sekonic and Profoto (con't)

- On set production skills - camera-work (video and photography), audio recording, hand-modeling, green-screening
- Post production - editing, color grading, audio mixing and sound design with the Adobe Creative Suite.
- Documentary, tutorial, and marketing videos for photography brands
- Managing client relations and ensuring strategic needs were met for brand partners

**Media Production Teaching Assistant, Jacob Burns Film Center (Pleasantville, NY) Sep 2010 – Jan 2012**

- Lead production courses for children, adults, and nonprofit organization
- Working with numerous classes including home-schooled groups, kids and adults, and other non-profit organizations
- Teaching multi-media production skills; ranging from basic to advanced depending on the students
- Teaching script writing, storyboarding, principles of cinematography, audio recording/editing, camera-work, video editing, stop-motion, and special effects.

## EDUCATION

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**Graduate Certificate in Marketing, Southern New Hampshire University, (Manchester, NH)**

**Bachelor of Arts in Digital Media Production, minor in Psychology, Emerson College, (Boston, MA)**

- Activities and Societies: Emerson Independent Video
- Los Angeles Internship Program at KABC-TV and Academy Awards
- New York Television Festival 2010

## CERTIFICATIONS

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- **COVID Compliance Officer Training:** Health Education Services, 2021
- **SEO Essentials;** Moz, 2020
- **LinkedIn Skills Assessment;** Adobe Premiere 2022
- **LinkedIn Skills Assessment;** Adobe Photoshop 2021
- **Merrimack Valley Beekeepers;** Bee School 2017

## AWARDS

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- **The Hatch Awards – Street Stoppers;** SNHU “Graduation Billboards”, 2021
- **Ace Metrix Most Empowering Ads – Q3;** SNHU “Finish Your Degree”, 2019
- **CASE D1– Silver Excellence Award;** SNHU “One Focus”, 2013

## VOLUNTEER

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- **Pictures Up Film Festival;** Judge, 2022
- **Families in Transition;** Homeless Shelter Volunteer, 2017-2019
- **Dreamcatchers New Hampshire;** Marketing Volunteer, 2018-2019