

I am an award-winning video producer, editor and motion graphics designer with 10 years of creating videos that educate, entertain and engage audiences. I enjoy collaborating with clients to craft effective video strategies, and leading the production process from research and concepting, through production, distribution and analysis.

## **EDUCATION**

### **Canisius College**

Digital Media Arts, Bachelor of Science

## **EXPERIENCE**

### **Video Producer, Rodale**

Emmaus, PA • 2016 – Present

- Senior level producer for the corporate video team
- Produced marketing content for Men's Health, Runner's World and Rodale Books
- Supported editorial video production for Women's Health and Prevention brand teams
- Researched new technologies and gadgets to streamline production

### **Motion Graphic Designer & Video Producer, AWeber**

Chalfont, PA • 2013 – 2016

- Lead video production and strategy
- Provide technical and talent direction for promotional video shoots, voiceovers and live broadcasts
- Develop concepts, write scripts, organize logistics, shoot, edit and design compelling motion graphics for videos, apps and websites
- Measure asset performance through web and video analytics
- Created a bi-weekly video series highlighting quick tips to increase customer success
- Strengthen partner relationships through high-quality promotional videos highlighting use cases of API integrations
- Reinvigorated a video series to highlight regional and national client success stories
- Organized and led a production team to cover several conference events including session coverage, testimonial capture and IMAG
- Led a project to complete a categorized video library of educational video content, including concept, wireframes and organizing design, development and content development
- Shared passion for video with company and with customers through educational blog posts

## **EXPERIENCE (CONTINUED)**

### **Multimedia Graphic Designer, Parx Casino**

Bensalem, PA • 2009 – 2013

- Designed motion graphics for in-house promotions, TV commercials, restaurant menus and exterior LED signage
- Directed promotional video and photo shoots
- Managed the workload for the motion graphics team
- Produced pitch video for the winning Live! Stadium Casino license proposal

### **Web Manager, Morris Arboretum of the University of Pennsylvania**

Philadelphia, PA • 2009

### **Junior Graphic Artist, Drinker Biddle & Reath**

Princeton, NJ • 2009

### **Media Technician, Canisius College**

Buffalo, NY • 2007 – 2009

### **Intern/Freelancer, Media Imagery**

Pennsauken, NJ • 2008

## **SKILLS**

- Experienced in producing, concepting, writing, budgeting, lighting, shooting, editing and creating motion graphics for video
- Experienced and adaptable to all camera platforms from DSLR's through cinema and studio camera systems
- Currently shooting with Canon 5D, 7D and C100, Nikon D800 and Blackmagic Pocket Cinema cameras
- Fluent in Final Cut Pro, Premiere Pro, After Effects, Photoshop, Illustrator, Audition
- Basic to moderately comfortable with Cinema 4D
- Familiar with defining engagement through Wistia, Youtube Creator Studio, Vimeo and Google Analytics