

Creative and results-driven professional with extensive experience in leading all aspects of video production, creative writing/editing, and multimedia creation across e-commerce, education, tech, and news domains.

Areas of Expertise

- Video Shooting/Editing
 - Production Management
 - On-camera Talent & Voice-over Recording
- Storyboarding & Scriptwriting
 - Camera Operations
 - Audio Synchronization
 - Brand Awareness & Positioning
- Creative Direction
 - Workflow Optimization
 - Social Media Curation
 - Team Leadership & Development

Career Experience

Panorama Education, Boston, MA

Content Marketing Manager, Video

2022 – 2023

Managed and developed Panorama’s video strategies by conceptualizing and pitching innovative video campaigns that resonate with educators. Spearheaded videos for product launches, feature enhancements, marketing campaigns, and the diverse needs of the internal organization. Executed on-location photography, employee headshots, and oversaw the management of the organization’s digital assets. Hosted and introduced videos on-camera and recorded authoritative voiceovers for videos to enhance engagement and resonance with the audience. Maintained a deep understanding of the education technology landscape, staying up-to-date with industry trends and best practices.

- Boosted video views by 50% across the organization’s website by producing fresh, innovative media content.
- Elevated brand awareness by generating captivating video advertisements tailored for social media and YouTube platforms.
- Conducted insightful interviews with educational leaders at schools and districts, and skillfully edited audio and video testimonials to convey impactful narratives.
- Crafted exclusive gated-content videos strategically aimed at lead generation and pipeline acceleration, while fine-tuning videos to empower sales teams in engaging potential and current clients.

The Grommet, Somerville, MA

Multimedia Producer

2018 – 2022

Produced and directed comprehensive media productions, leading process from initial scripting and storyboarding to dynamic video shoots and impactful interviews. Leveraged expertise in video editing, motion graphics design, and content publication, ensuring a seamless flow of captivating visuals. Reviewed and monitored the performance of videos, utilizing analytical insights to refine strategies for optimal engagement and impact. Trained and mentored junior video producers, freelancers, and interns by employing superior leadership and people management skills.

- Optimized video content for maximum impact across social media platforms, advertisements, and marketing campaigns.
- Contributed to elevated brand perception and increased audience engagement by photographing high-quality imagery for web, print catalog, digital advertisements, and social media.
- Led creation of new video series, media strategies, and impactful campaigns that seamlessly aligned with the overarching goals of the organization.

USA Today–Reviewed, Cambridge, MA

Multimedia Production Manager, 2011 – 2018

2008 – 2018

Oversaw process creating Reviewed's multimedia department and strategy, leading and managing its growth, and ensuring alignment with brand guidelines and editorial standards. Managed end-to-end production of hundreds of video projects while providing strategic vision and leadership to top-performing team of multimedia producers. Collaborated seamlessly with the design team to craft graphics, text treatments, transitions, and captivating visual effects. Reviewed and approved multimedia content to ensure accuracy, visual appeal, and adherence to the company's standards.

- Designed templates, forged style guides, and devised innovative strategies to drive media productions.
- Co-created and published content across extensive USA Today Network by collaborating with video producers across the country.
- Achieved an impressive milestone of exceeding 100 million views across websites and social media platforms in 2017-18.
- Orchestrated year-over-year surge of 300% in expansion of YouTube subscribers.
- Served as lead editor on videos for producing, shooting, and editing compelling product reviews, how-to videos, engaging interviews, and comprehensive trade show coverage.

Managing Editor, 2008 – 2011

Wrote and polished extensive articles, mastering both long and concise formats, with specialization in producing compelling reviews and breaking news pieces covering cameras, camcorders, and multimedia equipment. Led and inspired teams of writers, freelancers, and content creators, fostering a collaborative and creative environment to produce high-quality, engaging, and relevant content. Stayed updated on industry trends, emerging topics, and competitive landscape to identify story opportunities and keep the brand's content fresh and relevant.

- Initiated and led editorial meetings with team members to foster collaboration and assess proposed publication ideas.
- Devised rigorous science-oriented testing criteria, educated staff on testing protocols, and continually refreshed testing methodologies to align with emerging technology and trends.
- Reviewed and edited content for clarity, style, grammar, and adherence to brand guidelines, maintaining consistency and excellence across all content formats.

Additional Experience

Video Instructor and Project Director, Malden Public Schools, Malden, MA

Multimedia Support Technician, Harvard University, Cambridge, MA

Education

Bachelor of Arts in Film & Electronic Media

Bard College, Annandale-on-Hudson, NY

Technical Proficiencies

Multimedia Software: Adobe Creative Suite, Final Cut Pro, DaVinci Resolve, REDCINE-X, Motion, Edius, Avid

Other Software: MS Office, Brightcove, YouTube, Vimeo, Wistia, Monday, Trello, Jira, Confluence, Airtable, Monday

Tools (Hardware): Cameras, DSLRs, lights, audio recording and microphones, video production equipment, tripods, teleprompters, hard drives and storage.