

Marketing Professional | Video Editor | Content Strategist | Master of Management**WORK EXPERIENCE**

- Video Editor | seeds marketing + design* Birmingham MI May. 2022 – Present
- Iterate video and motion graphics on multiple client projects to deliver content for broadcast, internet, and radio.
 - Archive over 100 terabytes of media via multiple channels to ensure data integrity and accessibility.
 - Develop plan of action on video to meet the deadlines and goals specified by client.
 - Collaborate with Volkswagen executives to supply consistent stream of content across North American dealer network.
- Freelance Videographer/Editor | Self Employed* Ann Arbor, MI Jun. 2019 – Present
- Consult with client to develop brand goals and objectives to establish transparent project timeline
 - Communicate with client in each stage of production and adapt to maintain project efficiency
 - Deliver commissioned content, create release strategy, and identify channels to maximize reach of media
- Student Marketing Consultant | TIAA* Ann Arbor, MI Jan. 2022 – Apr. 2022
- Developed and recommended marketing strategy to increase brand awareness among individuals under age 40
 - Analyzed over 150,000 data entries via Tableau and created Qualtrics survey to understand market segmentation
 - Corresponded with advertising executives to assess current strategy and competitor analysis for final recommendations
- Studio Director/Video Editor | U of M School of Information* Ann Arbor, MI Aug. 2020 – Dec. 2020
- Oversaw multi-cam crew of 7 to ensure quality, consistency, and optimal camera angles, ensuring continuity in content
 - Coordinated with remote graphic designer to generate CGI animations, creating virtual studio and eye-catching transitions
 - Edited 27 hour-long lecture videos to meet release deadlines, supplying steady stream of materials for course duration
- Video and Content Producer | The Desai Accelerator* Ann Arbor, MI May 2020 – Aug. 2020
- Developed media for startups to attract investors, raising over \$100,000 in capital and continuation of companies
 - Wrote scripts and conducted interviews to create digital presence for brand, content published in *Crain's* and *Medium*
 - Animated targeted ads for social media, generating awareness and increasing downloads for app-based company
- Director/Editor and VP of Finance | Filmic Productions* Ann Arbor, MI Oct. 2018 – May 2021
- Managed operational finances on projects budgeted between \$1,500 and \$5,000 at student run film agency
 - Supervised completion of content for clients, managing crews of 10 to 20 and deadlines in postproduction

EDUCATION**Business Management MM** | Ross School of Business, University of Michigan – Ann Arbor, MI

2021 – 2022 Cumulative GPA: 3.70

Film, Television and Media BA, Screenwriting Sub-Major | University of Michigan – Ann Arbor, MI

2018 – 2021 Cumulative GPA: 3.80 Major GPA: 3.95

Journalism and Screen Studies | University of Michigan Dearborn – Dearborn, MI

2017 – 2018 Cumulative GPA: 3.88

SKILLS: Excel, Word and PowerPoint; Tableau; R; Canva; Airtable; Google Ads Search; Adobe Premier Pro, Photoshop, Illustrator and After Effects; YouTube Content Manager; Final Draft; Social Media; Mac OS and Windows Proficient.