

EDUCATION

University of Delaware
Visual Communications

PROFESSIONAL EXPERIENCE

Social Content Director *Men's Journal*

09/2023 - PRESENT

- Leads creation, filming, editing, and production of short-form video content that accumulated 20M+ views on Tiktok and Instagram Reels
- Conceptualizes and produces premium flagship series that enhance the brand's digital identity
- Develops comprehensive social media strategies, overseeing content ideation and execution across all brand accounts to maximize engagement and reach
- Mentors and manages associate level colleagues and freelancers, fostering their growth and ensuring quality output
- Directs brand partnerships and collaborations, overseeing production and filming of branded video content, elevating brand integration and value proposition

Freelance Creative Content Producer *Various Brands*

05/2018 - 09/2023

- Executive produced, developed pilot for series "The Win" with NewForm Digital
- Executive produced feature film "Influencers" concept with Blumhouse
- Wrote and performed in short-form content on AwesomenessTV
- Produced multi-platform digital campaigns for "Game Night" and "Annabel: Creation" with Warner Bros.
- Produced weekly educational web series for Grace Wells
- Strategized and produced digital commercial assets for Epic Gardening

Senior Content Creator *Breathwrk*

08/2021 - 03/2022

- Shot and edited video content that garnered over 100M views on TikTok
- Produced branded ads that ran across TikTok, Instagram, and Facebook
- Designed motion graphics for social media content
- Grew company TikTok page from 2.2M to 3.2M followers
- Tripled Instagram following from 20K to over 65K followers
- Built and established brand voice guidelines

Head of Content Creation *Catch Hospitality Group*

08/2020 - 08/2021

- Filmed and edited daily content on TikTok, Instagram, and Twitter
- Created graphic images and motion graphics for promotional emails
- Wrote copy for post captions, emails, and other promotional events
- Increased audience engagement by 300%
- Wrote weekly reports on current social trends and analytics

Content Creator *Youtube*

03/2009 - 03/2018

- Wrote, produced, edited, and published hundreds of short form videos with over 56M views and 1M followers
- Collaborated with CVS, Unilever, P&G, and Warner Bros. to integrate products into successful digital campaigns

TECHNICAL SKILLS AND SOFTWARE

Software: Davinci Resolve, Final Cut Pro, Frame.io, Figma, Airtable, Monday, Asana, Canva, Microsoft Office

Adobe Creative Suite: Premiere Pro, Photoshop, Illustrator, InDesign, Lightroom, After Effects

Hardware: Sony A7IV (current camera), Sony FX3, FX6, FX9, Canon EOS R, C300, Gimbal

Skills: Video Production, Video Editing, Copywriting, Graphic Design, 2D Motion Graphics, Social Media Management, Social Media Strategy, Painting, Drawing, Tarot Card Reading