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## Skills

- Marketing campaign management and web analytics integration including SEO, SEM, and PPC.
- Social media management of trending platforms including TikTok, YouTube, Instagram, and Facebook.
- Video production including directing, cinematography, live-streaming, editing, writing, and crew positions.
- Graphic design including print, web, and motion graphics.
- Front-end web development including HTML, CSS, and JavaScript.
- Software including Adobe Premiere, Photoshop, Illustrator, After Effects, Davinci Resolve, OBS, Chat GPT, and other generative AI tools.
- Successfully collaborated with diverse cross-functional teams, including designers, developers, marketers, and clients, to achieve project goals.

## Experience

### Multimedia Director

Freelance – Remote and On Location | February 2013 – Present

- Lead an online marketing campaign for the real estate brand Century 21 with a 710% ROI and \$1,944,000 revenue increase.
- Lead an online and printed marketing campaign for the baby formula brand Enfamil with a 286% ROI and \$254,353 revenue increase.
- Directed, filmed, and edited videos for private and public events and businesses.
- Designed and developed custom websites, including online store integration, to build brands and maximize sales.

### Multimedia Coordinator

D&H Distributing – Harrisburg, PA, and Remote | January 2022 – Present

- Lead video, animation, and photo projects from pre-production to post-production in support of marketing campaigns.
- Effectively communicated with B2B clients including Microsoft, Google, Lenovo, Intel, and AMD to produce live virtual events.
- Maintained content on company websites through editing HTML and JavaScript to drive traffic to trending projects.

### Media Applications Coordinator

Chorus Call – Monroeville, PA, and Remote | September 2017 – March 2020

- Directed and edited live audio and video conferences while diagnosing problems in real-time so that events ran smoothly.
- Developed custom web pages which utilized current design trends to engage visitors.
- Managed onsite shareholder presentations for prominent brands including Lionsgate, The Home Depot, and Citizens Financial Group.

### Live-Streaming Event Leader

Taylor University – Upland, IN | August 2013 – August 2017

- Directed televised and online events with multiple cameras, microphones, and graphics.
- Operated cameras, led technical direction, and monitored the audio-board alongside a large team of media technicians.
- Filmed live-action sports events, which were featured on ESPN, while maintaining the media equipment and ensuring the archival of footage.

### Graphic Designer and Marketing Specialist

Berks County Parks and Recreation – Reading, PA | May 2015 – January 2016

- Led advertising campaigns by creating artwork, designing posters, pamphlets, and newspaper advertisements.
- Managed social media and answered phone calls to provide information and increase event attendance.
- Staged audio equipment for concerts in the parks and led public hiking, biking, and kayaking trips.

### Video and Marketing Intern

Stray Angel Films – Los Angeles, CA | September 2015 – December 2015

- Wrote, filmed, and edited promotional videos, which received tens of thousands of views on YouTube.
- Addressed comments and questions on social media, to encourage new customers by providing accurate and timely information.
- Led on-site video production efforts to help drive engagement and better meet client needs.

## Education and Certifications

- Bachelor of Arts in Media Communication - Taylor University.
- Advanced Google Analytics Certification and Analytics for Power Users Certification - Google Analytics Academy.
- Google Ads Search Certification and Google Ads Video Certification - Google Digital Academy.