

Skills

PRODUCTION

- Producing
- Writing/Scripting
- Directing
- Sound
- Lighting
- Camera Operation

POST-PRODUCTION

- Video & Audio Editing
- Color Correction/Grading
- Compositing
- Motion Graphics
- Podcast Editing

APPLICATIONS

- Premiere Pro CC
- Final Cut Pro X
- After Effects
- Photoshop
- Lightroom
- Audition
- Davinci Resolve

DESIGN/OTHER

- Photography
- Graphic Design
- Social Media
- Event Planning

Experience

EFORALL(ENTREPRENEURSHIP FOR ALL) | LOWELL, MA - May 2017 - Present

Operations and Video Production Manager - February 2021 - Present

Split role between creating video content for marketing EforAll's national expansion efforts and training new staff. In addition, support the Chief Operating Officer in creating efficiencies and oversee the team managing training and providing programming support.

- Operations:
 - Work closely with the COO and department heads on defining organizational priorities and initiatives.
 - Support department heads in crafting effective written and video communications/announcements on organization wide changes and updates. This includes being involved with creating and implementing COVID-19 protocols.
 - Assist with the creation of organizational policies verifying alignment with EforAll's mission and values.
 - Provide training to all staff on how to effectively communicate internally.
 - Lead a team of three staff focused on training and providing hands-on support to all of EforAll's sites in both English and Spanish.
- Video Production:
 - Oversee all marketing, programming, technology, human resources, and advancement video content for internal and external purposes. Ensuring all content is innovative, compelling, and connects with targeted audiences.
 - Plan and execute all pre-recorded and live streamed video content from concept through scripting, pre-production, production, and post for a range of functions such as training, testimonials, events, fundraising and general promotion/marketing in English, Spanish, or Spanglish.
 - Defined and supervised video content brand guidelines across all department's content.
 - Continued various video series increasing social media engagement across multiple platforms.
 - Capture quality photos for social media and the website.

Multimedia Manager - May 2017 - February 2021

- Collaborate with all EforAll department heads to produce engaging external and internal video content primarily for digital distribution.
- Plan and execute all pre-recorded and live streamed video content from concept through completion.
- Apply visual storytelling skills to multimedia products across platforms.
- Professionally coordinated and executed video shoots with VIP and Celebrity supporters of EforAll such as Tariq "Black Thought" Trotter, Deval Patrick, Yancey Strickler, Desh Deshpande, Bill Cummings, and Brad Feld.
- Ensure visual/multimedia products align with EforAll's visual identity and tone.
- Created content for EforAll's youtube channel increasing engagement over 600% in 2018. Engagement increased significantly in following years.

- Develop training documentation on program management to support the organization's nationwide expansion efforts.
- Lead efforts on converting in person programming to video/remote in 2020 in response to the COVID-19 pandemic; subsequently resulting in permanent adaptation of virtual programming post pandemic.

STAPLES | FRAMINGHAM, MA - May 2015 - May 2017

Video Production Specialist

Worked closely with the C level executive team and the internal communication team to formulate messaging keeping employees informed via the medium of video.

- Assist with conceptualizing, scripting, designing, and coordinating the production of content for training, HR recruiting, and global communications for internal and external (social media) purposes.
- Set up and operate cameras (Sony EX1 and Sony A7SII), lighting, and audio equipment.
- Operate robotic cameras and/or run audio board during live streamed webcast events.
- Edit raw video, select music, design visual effects, and create graphics.
- Ensure video content is available in a variety of formats.
- Maintain, repair, and troubleshoot equipment as needed.

WMCT-TV | MARLBOROUGH, MA - January 2011 - May 2015

Producer/Editor

- Producer of the award winning monthly news magazine program, "The WMCT Magazine". Responsible for generating & developing story ideas, scheduling production shoots, shooting (primarily on Canon XA20), lighting, conducting interviews, directing talent, overseeing production crew, creating scripts from collected footage, editing, color correcting, selecting and/or composing music, creating graphics & animations. Encode and export for broadcast and the web. Utilize social media to promote programs and engage with viewers.
- Redesigned graphics, created green screen virtual backdrops, and opening sequences for several other WMCT-TV programs.
- Effectively troubleshoot, repair, and maintain all edit stations; significantly cutting IT costs.
- Assist with researching and purchasing new equipment.

FREELANCE VIDEOGRAPHER/EDITOR - 2008 - Present

- Provided clients with various production and post production services for live events, concerts, podcasts, web/TV series, short films, corporate, weddings, and music videos.
- Clients: Comcast Sportsnet, Massachusetts Board of Health, Northshore Magazine, Pixability, "Allston Xmas" (web series), The Free Soil Arts Collective, and The Wandering Stage.

Education

BOSTON UNIVERSITY, Center for Digital Imaging Arts

Digital Filmmaking - 2009