

EXPERIENCE

Freelance Videographer/Photographer | May 2012 - Present

- [ReferralMob](#) - write and produce [product tutorials](#) and company explainer videos.
- [Animus Studios](#) - edit client pieces for social media and company website.
- [ThermoFisher Scientific](#) - filmed 14 presentations at their annual POPS Symposium.
- [OMS](#) - strengthened brand awareness through content highlighting [OMS's customer outreach](#).

Booster (CustomInk Fundraising)

[Booster](#) makes it easy to raise money and awareness for the things you care about. They have helped thousands of people around the world fundraise and unite using t-shirts and custom-printed apparel.

Digital Media Marketing Specialist | March 2015 - March 2017

- Built in-house studio with a versatile range of equipment for both in-studio and travel work.
- Produced and shot documentary-style customer success stories ([Big Fluffy Dog Rescue](#)).
- Created a variety of video/photo assets for company fundraising initiatives ([B-Cause: Pets](#)).
- Collaborated across departments to create content that [teaches customers about products](#).
- Developed overall video/photo visual style across all platforms to build the brand.
- Measured and reported on video KPIs, iterating when necessary to improve content.

Rokenbok Education

[Rokenbok](#) is positioning themselves as the industry leader of STEM-based education by creating a community of young makers who design, experiment, and create all within the Rokenbok toy system.

Media & Marketing Specialist | January 2013 - February 2015

- Managed promotional and transactional email campaigns and triggers.
- Designed and coded emails using HTML, CSS, and Photoshop.
- Managed YouTube outreach program designed to engage and raise customer retention.
- Created reports on conversion from YouTube using Google Analytics tracking and tagging.

Videographer/Photographer | June 2012 - January 2013

- Developed +40 product videos that have accumulated +43M views on [YouTube](#).
- Designed and maintained custom YouTube channel to increase retention and conversion.
- Shot product and lifestyle photographs of +30 products for use in advertising and packaging.

Juniata College - Digital Media Studio

Juniata's [Digital Media Studio](#) is a student-run production studio tasked with producing all of Juniata's video content, ranging from documenting events to promoting fundraising efforts and more.

Student Manager | May 2010 - May 2011

- Managed an annual budget of \$16,000 for equipment, repairs, supplies, and wages.
- Produced +20 video projects each with a crew of 5-10 people.
- Supervised 15 student employees and maintained \$40,000 of studio equipment.

PERSONAL PROJECTS

Medialytics

[Medialytics](#) was born out of necessity as a video marketer distributing content across multiple platforms. As I produced more content, more time was required to aggregate and analyze the metrics of all of my content. Medialytics automatically collects your video stats and allows you to build custom dashboards.

EDUCATION

Juniata College - BA in Digital Media Arts | Graduated 2012

- Encompassed video production, business, marketing, photography, design, and art history.

ACHIEVEMENTS

Robotics Team | Torrey Pines High School | 2014-2015 | Mentor

FabLabSD | FabFoundation | 2014-2015 | Geek in Residence

Show Us Your ETC | Electronic Theatre Controls | 2012 | First Place - Short Film

SKILLS

Video Production	Motion Graphics	Wistia	MailChimp/Mandrill
Adobe CC	Content Writing	YouTube	SolidWorks
Photography	CSS/HTML	Google Analytics	3D Printing