



PROFILE

Multimedia specialist who brings strategic thinking and marketing finesse to every photo and video, with an extensive portfolio to show for it. A decade of experience at international schools planning, producing, and promoting creative content that fulfills strategic objectives and strengthens school identity.

WORK EXPERIENCE

International School of Beijing (2014-present)

Multimedia Communications Specialist

- Produced inspiring photos and videos to support marketing campaigns and document school-wide achievements and events.
- Defined school's social media presence with unique style of innovative digital content, growing its modest base into the local market leader.
- Designed school e-boards, infographics, and website banners for internal communications.
- Launched and administered school-wide photo platform Vidigami.
- Provided multimedia training and support to students and faculty.

American School of Madrid (2008-2014)

Audiovisual Technician

- Oversaw technical production for events and productions in school's 600-seat auditorium.
- Assisted school's Development Office and Mediterranean Association of International Schools (MAIS) with developing promotional materials.
- Supported faculty with instruction of student-used technology and video production, photography software.
- Resolved inquiries submitted by faculty and staff through help desk platform.
- Assisted teachers with integrating SMART Boards, document cameras, Windows Movie Maker, Audacity, and other software.

Worldwide (2007-present)

Freelance Videographer

- Conceptualized and delivered projects for clients including Disney Iberia, Bike No Limits, The Concrete Co, Skate116.tv, Artek.
- Used DSLR, GoPro, and Black Magic cinema cameras for projects ranging from marketing and advertising videos to travelogues and documentaries. Edited with various software including Adobe Premiere and After Effects.

International Brainstorming Producciones IBS, SL., Madrid, Spain (Jan. 2008-Jun. 2008)

Video Editor

- Edited videos on Final Cut Studio for 2D Deporte Divertido broadcasted through Telemadrid, Madrid's local television station.
- Designed graphics using Photoshop and After Effects.

Factoria Audiovisual, Madrid, Spain (Jul. 2006-Dec. 2007)

Video Editor and Graphic Designer

- Edited videos of concerts, events and interviews on Final Cut Studio bundle.
- Designed flyers and DVD covers for events and conferences on Adobe Illustrator, authored DVDs on Adobe Encore.

Tele5 A.T. Services, Madrid, Spain (Apr.-Jun. 2006)

Camera Assistant

- Captured news events as a photojournalist using an electronic news gathering (ENG) camera for the Spanish TV Tele5 news section.

Adeene Casting, Madrid, Spain (Feb.-Apr. 2006)

Camera Operator and Editor

- Filmed and real-time edited on iMovie for casting calls of a publicity agency.

EDUCATION AND CERTIFICATIONS

Advanced Technical Degree in Audiovisual Production

CEU San Pablo University, Madrid, Spain (1999-2001)

English as a Second Language Certificate

Tacoma Community College, Tacoma, WA, USA (2003-2004)

ADDITIONAL INFORMATION

Social Media & PR Conference Pacific Conferences, Hong Kong (Mar. 2017)

ARS Audio Recording School

Professional sound course on live performances, sound systems and recording techniques.

(Oct.-Dec. 2012)

Jefferson Overseas Technology Institute Annual Conference (JOSTI), Washington, D.C., USA,

(Jun. 2011 & 2012)

Conference Presenter at JOSTI conference

Workshop for educators on Visual Storytelling and Video Editing using Windows Movie Maker.

(Jun.-Jul. 2012)