

# NAME

City, State | Email  
LinkedIn

## SUMMARY

Deeply curious, adaptable Media Producer, Marketing/Social Media Strategist, and Qualitative Researcher. 3+ years experience in technological, social media marketing, and copywriting work for digital cinema technology production company. Open source web developer and Software Engineering Immersive graduate.

## SKILLS

Qualitative Research UX

Focus Groups Trello

Survey Design SEO Tools

Social Media Marketing

Google Analytics Google Suite

Marketing Strategy

Alexa Keyword Management

Media optimization for digital platforms

Multimedia Media Production

Audience personas

Programming Languages: CSS, JavaScript, SQL, Ruby on-Rails, Wordpress

Languages: Spanish, Brazilian, Portuguese

## EXPERIENCE

**General Assembly**, South Salem, NY

01/2020 - 04/2020

### *Software Engineering Immersive Fellow*

- Built web applications and styling templates. Projects included: Trivia game app featuring HTML, CSS, and Javascript (ES6)/ JQuery.
- Digital Storytelling / Blog full CRUD (create, read, update, destroy functionality) app featuring Bootstrap styling. Heroku deployed.
- Agile team-built, functional Expense Manager application featuring MERN (MongoDB, Express.js, React.js, Node.js) technical stack, MVC front-end architecture, and GraphQL. Capstone Project: Rails-built Drawing App featuring a p5.js dynamic drawing canvas, and Google Firebase backend.
- Learned foundation and advanced software engineering techniques and best practices via 12-week, immersive training fellowship focusing on web development and user interface building.
- Programming languages and toolsets covered include: Git/Github, HTML, CSS, JavaScript, React.js, Node.js, MongoDB, SQL, Ruby/Ruby on-Rails, and WordPress CMS.

**Scheimpflug**, New York, NY

07/2016 -

12/2019

### *Lead Technician/Tech Researcher/Marketing Strategist*

- Wrote copy, tech reviews, and equipment specifications for company advertising, website, industry events, and social media platforms.
- Conceived and wrote a successful media proposal for a Flugoween industry event; results included over 1100 attendees and secured sponsorship from Arri film equipment.
- Curated Instagram posts for the company Instagram account (2,300+ followers), including posts featuring Sony, Arri, and Canon digital cinema technology.
- Researched and reviewed imaging technology for company documentation and blog.
- Conducted consumer/professional broadcast tech research on a wide range of motion picture and photographic equipment including: 12 cinema camera systems (including Arri, RED, Canon, and Sony systems) 21 digital still cameras (including Canon, Nikon, Sony, and Panasonic cameras) 5 action camera rigs 3 immersive technology (virtual reality/augmented reality/360°) image platforms
- Oversaw and performed equipment checkouts - based on in-depth usability research and equipment testing - with camera personnel representing independent productions and corporate/commercial shoots. Corporate clients included Condé Nast, Complex Media, Hearst Media, AirBnB, and more.

- Trained and mentored junior technicians in best practices for digital department troubleshooting, repair, and quality control.
- Maintained, and quality assurance-tested motion, stills, and production equipment in media rental inventory.

**Rutgers University** New Brunswick, New Jersey

01/2012 - 05/2015

***Qualitative / Ethnographic Researcher***

- Conducted 2-year ethnographic study of media production professionals and visual artists in São Paulo and Rio de Janeiro, Brazil, gaining key insights into the interplay of social inequality and media production processes in forming political, social, and national identity.
- Findings resulted in 2 conference presentations and \$150k+ in National Science Foundation fellowship funding over five years.
- Synthesized qualitative and quantitative research data from over 600 primary and secondary archival sources (textual, visual media, social media, interviews) into 3 field statements and a master's thesis.

***Instructor/Teaching Assistant***

- Taught and mentored senior-level social sciences undergraduate students (class size per semester: 10-12) in foundational digital filmmaking and non linear editing techniques for 2+ years. Course led to 10-15 minute final short film projects; students from the course later submitted their work to local and national film festivals.
- Led student work-in-progress roundtables, focusing on constructive criticism and narrative-building.
- Co-organized collaborative work between student teams, including production equipment exchanges, editing sessions, and student screenings with tenure-track faculty and library lab staff.

**EDUCATION**

**Rutgers, The State University of New Jersey**

New Brunswick, New Jersey

**ABD, Sociocultural Anthropology / Anthropology of Media**

01/2012 - 05/2015

Graduate Research Fellow - National Science Foundation (NSF - GRFP) Co-Instructor, Documentary Filmmaking

**MA, Sociocultural Anthropology / Anthropology of Media**

05/2015 05/2013

**New York University**

New York, New York

Earned Master of Arts degree with 3.94 GPA

05/2006

BFA, Film and Television Production