**GIANNA ELLISON**

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# EXPERIENCE

**Social Media Intern, WVU University Relations Morgantown, WV May 2022 – May 2023**

Captured compelling photographs and video footage at live events **•** Developed and curated engaging multimedia content for key social media platforms including TikTok, Instagram, YouTube, and Twitter **•** Leveraged advanced proficiency in Adobe Creative Suite to produce graphics and meticulously edited photo and video content, driving brand consistency and recognition across digital channels **•** Significantly enhanced online presence with 31% growth in TikTok followers over six months and achieving an average of 256K views per post

**Video Production Intern, Steady State Media Pittsburgh, PA May 2021 – July 2021**

Conceptualized and produced content for key social media channels, including TikTok and Instagram, garnering nearly 1M video likes and attracting over 21K new followers, significantly amplifying the client's digital presence **•** Utilized Adobe Creative Suite to skillfully edit videos, refine audio, and enhance photos and graphics **•** Provided essential support at live video productions, contributing to the successful execution of on-location shoots

**Project Manager, Content Management Course Syracuse, NY Fall 2023**

Conceptualized a comprehensive marketing strategy for Allbirds aimed at bolstering the brand's leadership in sustainable footwear **•** Effectively coordinated and managed a team of four people to optimize the digital presence through SEO, enhance the user experience on sustainability webpages, and increase customer engagement through targeted content **•** Developed a strategic editorial calendar, planning three months of content to align with marketing goals, ensuring consistent and targeted messaging across all platforms

**Technical Director, Video Engineer, Audio Engineer 2, ESPN+ Morgantown, WV October 2020 – May 2023**

Orchestrated live collegiate sports broadcasts, maintaining technical quality and executing the director's vision for seamless event production **•** Monitored and fine-tuned multiple camera feeds for color balance and exposure, ensuring visual continuity and high-quality visuals for live broadcasts **•** Managed and refined audio system operations for live productions, ensuring consistent sound quality and conducting proactive troubleshooting for broadcast continuity

# SKILLS & CERTIFICATIONS

* Certifications: Adobe Illustrator, InDesign; Microsoft Excel; Search Engine Optimization (SEO); Google Analytics
* Adobe Premiere Pro, After Effects, Photoshop; Microsoft PowerPoint, Access, Word, Power BI
* HTML, CSS, PHP, SQL, Bootstrap, Figma, Canva, R Commander
* Conversational Spanish

# EDUCATION

**M.S. Advanced Media Management – May 2024**

S.I. Newhouse School of Public Communications, Syracuse University – Syracuse, NY

**B.S. Journalism – May 2023**

Reed College of Media, West Virginia University – Morgantown, WV  
Graduated Summa Cum Laude; Minors in Marketing and Spanish