

ALAINA B. ALCOCK

VIDEO EDITOR | PRODUCTION ASSISTANT



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PROFESSIONAL SUMMARY

Freelance video editor seeking an opportunity to contribute my video production skills to the goals of a creative team; Proficient in non-linear video editing, graphic design and social media content strategy development; Set Production Assistant experienced in operating studio equipment and supporting film production crew.

SKILLS

Adobe Premiere Pro
Adobe After Effects
Adobe Photoshop
Adobe Fireworks
Adobe Illustrator
Adobe Lightroom
Adobe Creative Suite
Digital Video Editing
DSLR Camera
Graphic Design
Mac OS
Production Assistance
Post Production
Studio Equipment
Teleprompter
TriCaster
Video Production
Microsoft Outlook
Microsoft PowerPoint
Microsoft Word
General Office Skills

EDUCATION

BACHELOR OF FINE ARTS,
Mass Media, Valdosta State
University | 2017

**PRODUCTION ASSISTANT
TRAINING**
GPP/ATLFS, PA Academy | 2018

EXPERIENCE

FREELANCE VIDEO EDITOR

SHOWRUNNER FX | Lawrenceville, Ga. Aug. '15 – Present

Freelance video editing and social media content development.

Non-linear digital video editing; Storyboarding and creating new video content; Video synchronization, formatting and publishing to web and social media; Custom graphics; Use of DSLR, Premiere Pro and other Adobe Creative Suite applications; Use of film studio equipment.

PUBLIC RELATIONS COORDINATOR

DELTA PHI DELTA DANCE FRATERNITY, INC. | Valdosta, Ga. Jan. '19 – Present

Social media promotional strategy development and execution.

Plan and coordinate special event promotions across social media platforms; Develop social media content strategy; Create and promotional videos and graphics; Approve and publish social media posts; Supervise social media team members; Collaborate with Executive Board members.

SET PRODUCTION ASSISTANT

CONNECT THE SERIES | Atlanta, Ga. Feb. '19 – Apr. '19

Support production crew with setup and management of studio equipment and technical activities; Coordinate production schedules and supervise talent; Assist with administrative tasks and coordinate craft services for studio and on-location shoots. Address inquiries and resolve issues.

MEDIA TEAM COORDINATOR

MEDIA ARTS GENIUSES VSU | Valdosta, Ga. Aug. '15 – Dec. '17

Coordinate the design, development and distribution of online and printed promotional materials; Supervise audio and video production crews, graphic designers and talent to promote/present special annual events; Collaborate with Executive Board to plan and execute annual promotional strategy.

GRAPHIC DESIGNER

VSU SPECTATOR NEWSPAPER | Valdosta, Ga. Jan. '17 – May. '17

Design original graphics for social media posts, online promotions and print brochures; Edit and re-format existing graphics; Collaborate with VSU's Marketing team on content strategy; Address vendor inquiries and resolve discrepancies as needed.