

 (555) 321-9876

 rae.wilder@email.com

 Baxter, KY 40831

EDUCATION

Bachelor of Arts in Film and Media Studies

University of Kentucky, United States, Lexington, KY
2010 - 2014

Video Production and Editing Certification

New York Film Academy, 2022

SKILLS

- Pre-production planning, filming, editing, and post-production
- Adobe Premiere Pro, Final Cut Pro, After Effects
- Camera operation, lighting techniques, sound design
- YouTube optimization, keyword research, metadata management

RAE C. WILDER

VIDEO CONTENT MANAGER

PROFESSIONAL SUMMARY

Creative and detail-oriented Video Content Manager with over 10 years of experience in producing, editing, and managing high-quality video content across various platforms. Proven expertise in developing engaging video strategies that enhance brand visibility and audience engagement.

EXPERIENCE

- April 2021 - Now

Video Content Manager

BuzzFeed / United States, Remote

- Lead the video content strategy for BuzzFeed's social media channels, resulting in a 30% increase in video engagement across platforms.
- Oversee all aspects of video production, including scripting, filming, editing, and distribution, ensuring high-quality output that aligns with brand messaging.
- Collaborate with marketing teams to create promotional videos and advertisements, contributing to campaigns that drive a 25% increase in brand awareness.
- Analyze video performance metrics and audience feedback to continuously improve content strategy and optimize future productions.

- June 2017 - March 2021

Senior Video Producer

The Atlantic / United States, Washington, D.C.

- Managed a team of videographers and editors to produce documentary-style videos and news segments, enhancing storytelling through compelling visuals.
- Developed and implemented video projects from concept through execution, ensuring alignment with editorial standards and audience engagement goals.
- Increased video viewership by 40% through targeted content strategies and effective social media distribution.

- January 2015 - May 2017

Video Editor

Cineplex Entertainment / United States, Los Angeles, CA

- Edited promotional trailers and feature films, working closely with directors and producers to deliver high-quality final products.
- Utilized advanced editing techniques to enhance storytelling, resulting in multiple projects receiving awards for excellence in film and video.