

Elizabeth Kell

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SKILLS

- **VIDEO EDITING:** Premiere Pro CC, Final Cut Pro X
- **DESIGN:** After Effects, InDesign, Photoshop, Adobe Spark, Illustrator
- **MARKETING & ANALYTICS:** Mailchimp, Yet Another Mail Merge, Google Analytics, HubSpot Social Media Certification
- **PROJECT MANAGEMENT:** Microsoft Office (Outlook, Excel, and Word), Google Suite, FTP, Smartsheet

EXPERIENCE

Video Editor (Part-Time)

Apr 2020 – Present

Atlanta Dream, Women's National Basketball Association

Atlanta, GA

- Pitch and develop story ideas for social media video content on various platforms like Twitter, YouTube, Facebook, and Instagram, enhancing team's brand marketing and program development
- Edit 200+ videos for team's social media including in-game, highlight reels, pre-game, hype, sneak peeks, mic-up videos, b-roll packets for broadcast, and creative, funny videos, gaining 13,000+ views
- Utilize After Effects and Photoshop to add effects and titles for videos
- Apply color correcting and audio sweetening to videos

Marketing Assistant

Aug 2019 – Present

Office of Internship and Career Development, Agnes Scott College

Decatur, GA

- Lead creative efforts for omnichannel marketing execution including social media images, video production, graphic design, print materials, and infographics
- Design weekly digital newsletter via Mailchimp, averaging an email open rate of 80%
- Supervise 7 work-study students for the office, coaching each through weekly 1:1s
- Drove 300% increase in online followers through managing social media platforms including Facebook, YouTube, Instagram, LinkedIn, and TikTok

Social Media Ambassador

Nov 2017 – Aug 2019

Office of Admissions, Agnes Scott College

Decatur, GA

- Pitched and developed content for Instagram campaigns including “#MajorMonday, Decatur story, Student Move-In and #StudentTakeover” series, using Adobe Spark to create graphics
- Studied media trends, student accounts, and Instagram analytics to create curated content for future posts to drive engagement
- Interviewed students for social media campaigns using Sony F57 and Canon X40 to film

Production Assistant

Nov 2017 – Dec 2019

Little Roar Production Company

Atlanta, GA

- Assisted over 30 crew members with equipment set up (worked the boom mic, hooked lavalier mics to subjects and PA for cameraman), kept the crew on schedule, and handled crowd control logistics on set for the Clarkston documentary
- Produced and directed videos for Little Roar's Facebook and THEA platforms, increasing video engagement by 50%
- Transcribed and archived footage, as well as transferring footage to the producer via FTP

EDUCATION

Agnes Scott College

Bachelor of Arts in Film and Cultural Studies (Cum Laude; GPA: 3.5)

May 2019

Decatur, GA