

Hi! I'm Sara Ellis.

EXPERIENCE

Multimedia Communications Specialist - CoServ

Feb 2017 – Present

- Produce, shoot, edit and publish internal and external videos and animations that reflect CoServ's strategic priorities
- Operate video production equipment (cameras, mics, lights, etc.)
- Create outlines and storyboards for internal and external videos
- Coordinate with Communications team members to create content and establish project timelines and campaigns
- Serve as photographer for a variety of events and functions, both internal and external.
- Photograph, edit, and enhance photos for digital and print media
- Develop and design graphics for digital and print media
- Research, outline, and produce podcast
- Plan and produce social media content (video, photo, graphics.)
- Develop and implement social media strategy based on analytic and trends provided in social media scheduling platform
- Record voice over talent when needed
- Organize and maintain digital assets on the server for post-production workflow

Intern - CoServ

July 2016 – February 2017

- See experience in Multimedia Communications Specialist

Production Coordinator - Texas Instruments

April 2016 – July 2016

- Scheduled and assigned video production workload for the TI Studios Producers
- Reported quarterly and year end project totals
- Maintained partner relationships across business units
- Scheduled all editing timelines
- Oversaw TI photographer on a weekly basis
- Managed and organized TI Studios folders on the 4Comm server
- Processed PO requests and invoices for TI Studios

Intern - Golin

May 2015 – July 2015

- Gained practical experience and understanding of social media and public relations for B2B and B2C companies
- Analyzed social media for major brands including a worldwide shipping and logistics management company
- Measured and reported client and competitor content
- Wrote social content for various social platforms
- Researched possible media and influencer sources and developed and delivered pitches to beauty bloggers for a leading massage and spa company
- Monitored potential crisis stories through social media analytics and management software
- Produced, shot, and edited promotional video and photography for non-profit partner events

Junior Marketing Assistant - Texas A&M University Commerce

June 2012 – July 2014

- Produced, shot, and edited videos that highlighted the experiences and actions of students, faculty, staff, and alumni promoting the university locally and globally
- Shot and edited photos and videos of events on campus for student organizations
- Managed content for YouTube, Flickr, and university archives
- Wrote tutorials for Adobe Premiere, Flickr, YouTube, and office procedures
- Analyzed and reported the university's social media accounts
- Monitored YouTube analytics to measure marketing value of videos
- Modeled and acted for school photos and videos
- Trained student workers
- Aided Alumni Association with events

CONTACT

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PORTFOLIO

www.saramellis.com

SUMMARY

Skilled and creative video editor with experience in all aspects of video production

Ability to collaborate in a team environment as well as independently

Excellent interpersonal skills coupled with a courteous and respectful attitude towards peers and clients

SKILLS

Proficient in Adobe Creative Cloud: Premiere, AfterEffects, Photoshop, Illustrator, Audition, Lightroom, and Bridge

Proficient in Microsoft Office

EDUCATION

Texas A&M University Commerce
Graduated 2014

BS in Liberal Studies,
Emphasis in Popular Culture
and Media Studies

The University of Texas

studied music, then transferred

CERTIFICATIONS

Southern Methodist University
Social Media and Digital
Communication Certificate Program

PERSONAL DETAILS

Former DisneyWorld Character
Performer

Alumna of Kappa Delta Sorority,
Sigma Epsilon Chapter