**Cameron Corcoran**

c: 803-526-6351 **⚫** cameronrcorcoran@gmail.com

**Content Production ⚫ Video ⚫ Print ⚫ Multimedia**

**Profile**

* **Recognized by co-workers and managers for creativity and exceptional work ethic.**
* **Experienced in print, web, video and multimedia production.**
* **Adept at thriving in fast-paced environments and adhering to tight deadlines.**
* **Well versed in every step of the content creation process.**

**Skills**

|  |  |  |
| --- | --- | --- |
| * Video Production/Editing | * Podcast Production | * Content Creation |
| * Script Writing/Storyboarding | * Web & Print Design/Production | * Budgeting & Planning |
| * Content Management/Strategy | * Team Management | * Content Partnerships |

**Experience**

Insignia Group 2017 – Present

*Automotive software company that offers programs and training to dealerships nationwide*

**Marketing Specialist**

Managed and developed marketing strategies, content production, and distribution for all marketing material. Scripted, filmed, and edited videos for social media and email campaigns. Created promotional material including images, websites, handouts, videos, and GIFs.

* Managed team to brainstorm and create marketing projects leading to higher quality content and engagement from the audience.
* Increased followers/subscribers by 100% across social media platforms (LinkedIn, YouTube).
* Directed video series that showcased partnered businesses which lead to a sponsorship from Volkswagen of North America.
* Managed multiple projects and adhered to strict deadlines.
* Developed various forms of content across different platforms

Target 2014 ­– 2016

*Nationwide supermarket*

**Sales Floor Associate**

Provided customer service on the sales floor with additional duties including stocking shelves, assisting in sales, operating the cash registers, and training team members.

* Ensured the sales floor was clean, organized, and answered customer assistance calls.
* Offered store credit cards during the sales process.
* Provided easy and enjoyable experience for customers.

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**Technical Skills**

**Applications:** Premier, Photoshop, Illustrator, After Effects, Word, Excel, Final Cut Pro, OBS, InDesign, Adobe Media Encoder, Acrobat.

**Audio and Video:** HD, AVI, mp4, mp3, MOV, H.264, FLV and Flash file compression and encoding/codecs.

**Imaging/Print:** Retouching, resizing, image preparation, RGB vs CMYK, pre-press, layout.

**Some Knowledge of:** Blender, Audacity, Gimp.

**Web:** HTML, CSS.

**Education**

### Bachelor of Science, Digital Information Design – Focus on Digital Mass Media

### *3.0 GPA*

### Rock Hill South Carolina (2017)

**Internships and Noteworthy Project**

Insignia Group Feb. 2017 – Dec. 2017

**Intern - HubSpot Operations Specialist**

Redesigned company website, increased customer engagement and interaction. Design and distribute marketing emails, increased email click through rate by 124% Produce marketing material including emails, blogs, social media posts, videos.

RevenFlo Sept. 2016 – Dec. 2016

**Intern - Blog Writer**

Wrote blogs that highlighted local charities for social media distribution. Worked on promotional material including blogs, SnapChat filters, and Facebook events for local holiday event Christmasville.

Capstone Class - Winthrop/Red Ventures Jan. 2017 – April 2017

**Communication Manager, Content Creator**

Developed an interactive live stream system for local company (Red Ventures). Designed prototype website to appeal to a large audience and conducted hands-on usability studies to test system’s and product’s appeal to a large audience. Managed team to complete deadlines and communicate client company’s goals and objectives. Performed as live stream sales representative who engaged, entertained, and informed audience in a live broadcast.

**Side Project**

Started my own entertainment group providing content on Twitch and YouTube. Within a year we made over $1,000 in revenue and have grown our brand to an audience of over 2,000 people. I personally built the brand and look of the group and star in productions.