

Katie Emerson

Contact Info.

Cell: (607) 242-3545
New York, NY
Emersonmediamarketing.com
Katie@emersonmediamarketing.com

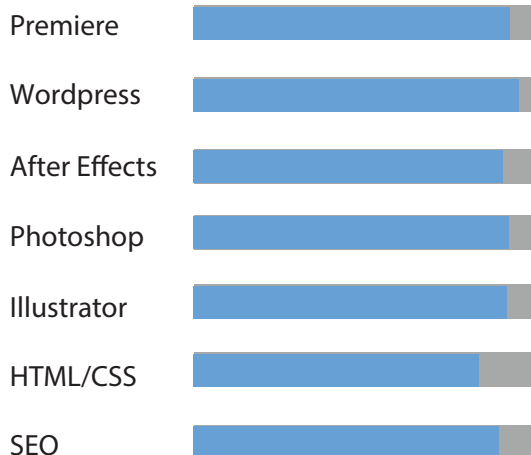
Education

Southern New Hampshire University
2020 to 2022 MS: Digital Marketing

Rochester Institute of Technology
2015 to 2019
BFA: Film & Animation

Finger Lakes Community College
2013 to 2015
AAS: New Media

Programs/Skills



Emersonmediamarketing.com

Experience

Digital Marketing Specialist - Contract 7/2020 to Present
Peak Vitality Solutions - New York, NY

- Collaborated with business owners on the brand identity and graphically created final brand image
- Designed, developed, maintained and upgraded company websites using Wordpress
- Performed Search Engine Optimization (SEO) to increase traffic and enhance page ranking
- Developed and executed social media marketing plan campaigns
- Developed email marketing campaigns on Mailchimp
- Created company marketing videos

Video Editor - Contract 10/2021 to 6/2023
Boathouse Media Agency - New York, NY

- Assembled raw footage to meet match desired storyboards
- Completed sound design and inputted sound to enhance footage
- Improved and corrected lighting, coloring and faulty footage
- Worked closely with vfx team to strengthen edit

Video Editor - Contract 7/2022 to 4/2023
McKinsey and Company - New York, NY

- Film & edit both in-studio and virtual interviews, panels, and on-location events
- Maintain brand image through motion graphic development
- Collaborate with stakeholders to develop desired content
- Assist team members across projects

Video Editor & Animator 6/2019 to 10/2021
Asset TV - New York, NY

- Film & edit both in-studio and virtual interviews, panels, and on-location events
- Create motion graphics dependent on client brand
- Assist clients through the filming process
- Technical direct live and in-studio filmings
- Creatively edited company promo videos
- Assist with studio improvements

Multimedia & Video Producer - Contract 5/2018 to 5/2019
Paychex - Rochester, NY

- Created live action & animated videos for new hire training
- Developed motion graphics to support videos content
- Collaborated on solutions for continually improving efficiency
- Photographed company event
- Recorded and edited weekly podcasts

Certifications

