

# CASSIDY CONNELL

## Video Production Specialist



801.361.8316



cassidyconnell@gmail.com



linkedin.com/in/cassidyconnell



Skilled videographer with 5+ years of experience, managing projects from pre- to post-production. Talented planner with proven field execution and video production expertise. Advanced skills in Adobe Creative Suite and certification in Avid Media Composer. Enthusiastic about developing cohesive vision with each project.

## EXPERIENCE

### Freelance Videographer

Ford Productions

10/2018 - Present Lehi, UT

- Produce original video content by working collaboratively with producers, designers and art specialists to facilitate multimedia production
- Work with clients to assemble raw images, footage, and scripts into finished products
- Oversee quality and progress of audio and video engineering and editing

### Multimedia Production Assistant

NetDocuments

07/2019 – 01/2020 Lehi, UT

- Worked directly with CMO and marketing department to produce all corporate marketing videos
- Designed and edited social media marketing videos
- Developed ads targeting specific users for key promotions
- Designed and presented social media campaign ideas
- Stayed updated with latest marketing concepts and techniques
- Worked with marketing teams to create, deploy and optimize effective campaigns for clients
- Planned and hosted marketing events

### Camera Operator

Simple Thought Productions

04/2016 - 01/2018 Orlando, FL

- Operated television studio cameras during live production
- Set up equipment for inside and outside shots
- Checked composition and lighting before beginning shoots
- Managed daily assignments with production team members
- Interacted with directors, producers and talent

## PRODUCT EXPERTISE

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Photoshop
- Avid Media Composer

## SKILLS

- Video Editing
- Video Production
- 3D Animation
- Multi-camera Editing
- Camera Operator

## CERTIFICATIONS

- Avid Media Composer

## EDUCATION

- Utah Valley University  
Digital Cinema Production

## ASSOCIATIONS

- Utah Film Commission
- FEMME (Women in Film)