

CHRISTY HOPKINS

Digital Content Creator | Storyteller | Marketing Professional

PROFESSIONAL SKILLS

- Established advanced filming, editing, and graphic design skills with 6 years of professional experience
- Collaborated within a small, in-house marketing team to create engaging and relevant content on multiple social platforms
- Delivered 110+ videos including social media content, ads, branding pieces, internal corporate videos, and storytelling films
- Strengthened graphic and web design abilities by working with several clients and tight deadlines to produce effective content
- Fostered leadership and communication skills while managing a team of 25+

EDUCATION

BS in Digital Media: Video | May 2019
Liberty University, Lynchburg, VA

Minor: Graphic Design

Honors: *summa cum laude*, Dean's List, and Lambda Pi Eta Honor's Society

Relevant Coursework:

Cinematography & Sound Design, Intermediate Video Production, Editing Theory, Intermediate Editing & Effects, Producing and Directing, Graphic Design II, Vector Illustration, and Media Writing

RECENT EXPERIENCE

Marketing Content Creator | Sodexo

Nov 2020 - Present

- Inspired and organized efforts on multiple university, community, and corporate focused marketing campaigns through creative direction, photography, and style to produce effective, and meaningful, print and digital ads
- Coordinated, directed, photographed, and filmed 45+ shoots including lifestyle, culinary, advertising, and informational content for social, web, and print use
- Strategized with social media coordinator to produce unique and specific content that resulted in 150.4% growth within 6 months, increasing views from 26,485 to 72,551
- Conceptualized, scripted, and directed unique video content for brand awareness initiatives and community-based content for international distribution

Creative Content Producer | Berkshire Hathaway HomeServices

Nov 2018 - Sept 2020

- Directed, filmed, and edited materials for internal and external use including short documentaries, branding initiatives, company events, and promotional ads on social media
- Cultivated community within a team and worked individually to create marketing content and advertisements for print, web, and social distribution for a nationally recognized brand
- Collaborated with clients to produce customized marketing materials, branding videos, print graphics, web design, and photography to showcase their individual brand

THE TECHNICALITIES

Developed in-depth knowledge of Adobe Creative Suite [Premiere Pro, After Effects, Photoshop, Lightroom, and Illustrator] with professional experience in Avid Media Composer, Canon DSLR, Canon Digital Cinema, RED Digital Cinema, Squarespace, Wordpress, Facebook, and Instagram