



# Aria Heath

## Brand Content Creator

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### STRENGTHS

- Visual Storytelling**  
Translates complex ideas into relatable visual narratives, making messages more engaging and accessible.
- Project Management**  
Streamlined production processes, ensuring timely completion of projects without compromising on quality.
- Collaboration**  
Vital team player who fosters open communication, ensuring everyone's ideas are heard and valued.
- Content Strategy**  
Crafts coherent strategies that align marketing goals with creative vision, activating successful outreach.
- Technical Proficiency**  
Skilled in video editing software, enabling conversion of raw footage into professional-quality products efficiently.

### SKILLS

Adobe Creative Cloud

Video Production Scriptwriting

Project Management

Content Strategy

Visual Storytelling

Team Collaboration

Media Management

Lighting Techniques Video Editing

Shooting Techniques Color Theory

Typography

Post-production Process

### SUMMARY

Creative media professional specializing in visual storytelling and content creation. Expertise lies in leveraging Adobe Creative Cloud for engaging narratives across diverse platforms. Proven ability to produce high-quality video content while fostering collaboration among teams. Successfully implemented strategic marketing initiatives that resonate with audiences. Passionate about managing multiple projects with a focus on detail and creativity, enhancing client satisfaction and brand visibility throughout various campaigns.

### EXPERIENCE

#### Brand Content Creator

Creative Media Solutions 📅 January 2025 - Present 📍 Austin, TX

Responsible for producing captivating content as a Brand Content Creator at Creative Media Solutions. Drove engagement through effective cross-functional collaborations while ensuring alignment with brand strategies.

- Conceptualized content that showcased compelling narratives across multiple platforms, significantly boosting audience engagement.
- Collaborated effectively with marketers to elevate storytelling, ensuring a blend of creative emotion and actionable strategy.
- Developed clear scripts and storyboards, aligning messaging consistently with brand identity and goals.
- Executed proficient video shoots utilizing DSLR and broadcast cameras under varying conditions, achieving high production quality.
- Edited engaging videos using Adobe Premiere Pro and After Effects, delivering polished materials ready for distribution.
- Oversaw project timelines and asset flow via Adobe Workfront, enhancing operational efficiency and meeting delivery checkpoints.

#### Junior Content Creator

Visionary Productions 📅 June 2023 - December 2024 📍 Chicago, IL

Contributed as a Junior Content Creator, focusing on creating promotional materials and enhancing brand visibility through storytelling techniques.

- Assisted in crafting eye-catching promotional videos and social media content, which strengthened overall brand presence.
- Supported senior content creators through research and preparation of scripts, boosting team productivity and project outcomes.
- Gained valuable insights into video production tools such as Premiere Pro and Photoshop, facilitating effective content editing.
- Engaged in brainstorming sessions, contributing innovative ideas to enhance creative direction within the team environment.
- Compiled a professional portfolio, displaying versatile project contributions that highlighted unique creative strengths.
- Managed required media effectively during productions, streamlining workflows and improving output organization.

#### Capstone Project Developer

University Project 📅 September 2022 - May 2023 📍 Springfield, IL

Led a university capstone project, overseeing all stages from scripting through final edits, driving success through teamwork and resourcefulness.

- Directed a student team in producing a short film, demonstrating strong organizational and leadership capabilities.

Time Management

Narrative Development

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER



● Brand Content Creator at Creative Media Solutions (1.4 Years)

● Junior Content Creator at Visionary Productions (1.5 Years)

● Capstone Project Developer at University Project (8 Months)

- Employed Adobe Creative Cloud for comprehensive editing and visual creation, resulting in an impactful final presentation.
- Partnered with peers by soliciting feedback and incorporating suggestions, showcasing effective collaborative qualities.
- Applied creative lighting techniques and camera work, producing higher quality footage that enhanced viewer experience.
- Organized community screen events to share finished products, garnering audience responses that informed future projects.

## LEADERSHIP & AWARDS

- Dean's List, University of Illinois, 2021-2023
- Best Short Film, University Film Festival, 2023

## EDUCATION

### Bachelor of Arts in Film and Media Studies

University of Illinois 🎓 GPA: 3.8 📅 2023 📍 Springfield, IL

*Coursework: Film History, Digital Media Production, Scriptwriting, Marketing Principles*

## CERTIFICATIONS

- Adobe Certified Expert (ACE) in Premiere Pro 📅 2025
- Certified Associate in Project Management 📅 2026

## TECHNICAL SKILLS

- **Video Editing Tools:** Premiere Pro, After Effects, Final Cut Pro
- **Design Software:** Photoshop, Illustrator, InDesign
- **Production Equipment:** DSLR Cameras, Lighting Kits, Tripods
- **Project Management Software:** Adobe Workfront, Trello, Asana
- **Scripting Approaches:** Storyboarding, Shot Lists, Treatment Writing
- **Digital Marketing Platforms:** Social Media, Websites, TV Broadcast
- **Motion Graphics Tools:** Adobe After Effects, Blender, DaVinci Resolve
- **Color Grading Software:** DaVinci Resolve, Adobe Premiere Pro, Colorista
- **File Compression Standards:** H.264, MPEG-4, ProRes
- **Audio Editing Tools:** Audacity, Adobe Audition, GarageBand

## PROFESSIONAL AFFILIATIONS

- Member, National Association of Broadcasters
- Volunteer, Local Arts Festival Committee

## ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

AVAILABLE ON REQUEST