

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