

# Rhea Farooq

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## SUMMARY

Motivated content creator with a focus on digital media, specializing in video production and social media engagement. Established track record producing high-quality short-form content that captivates diverse audiences. Strong organizational and communication skills contribute to effective teamwork and collaboration. Value continuous learning and professional growth while engaging with clients and understanding their content needs. Seeking to leverage hands-on experience in creating innovative content that resonates with viewers across multiple platforms. Committed to delivering exceptional quality while managing time effectively and accepting constructive feedback.

## EXPERIENCE

### Content Creator & Videographer

June 2025 - Present

Creative Media Solutions LLC

Los Angeles, CA

Generated stunning visual narratives through short-form videos focused on restaurant features and events, enhancing brand presence online. Collaborated closely with clients and creative teams to align projects with targeted audience preferences, ensuring that every piece resonates effectively. Managed productions from concept through execution, employing efficient time management to deliver high-quality work under tight deadlines. Opened channels for innovative feedback dialogue, adapting strategies to continually hone content effectiveness. Traveled extensively within the U.S. to capture and convey distinct stories suitable for diverse platforms.

- Developed short-form videos for diverse restaurant promotions showcasing unique offerings.
- Sourced and implemented client insights to establish targeted video narratives, greatly improving viewer response.
- Orchestrated timelines to juggle multiple filming schedules, consistently meeting delivery deadlines.
- Embraced constructive feedback to refine editing styles, thereby enriching storytelling techniques.
- Optimized content performance by analyzing viewer engagement metrics on social media.
- Successfully traveled nationwide, capturing compelling footage and expanding portfolio diversity.

### Video Production Specialist

August 2024 - May 2025

University Project

Remote

Led a standout student-driven initiative spotlighting local businesses through documentary-style filmmaking. Teamed up with fellow students to craft visuals that authentically represented community narratives. Oversaw all aspects from scripting to editing using advanced software tools, resulting in a polished final presentation that was featured at a popular university film festival.

- Chaired a project team, ensuring each member's strengths were leveraged for optimal results.
- Conducted in-depth interviews and filmed segments to assemble an engaging narrative arc.
- Applied Adobe Premiere Pro and After Effects to elevate video quality significantly.
- Managed pros and cons of project timelines, effectively leading completion well ahead of scheduled dates.
- Leveraged engagement with university stakeholders for promotional efforts, boosting project visibility.
- Earned accolades for creativity and storytelling at a university awards event.

### Videography Intern

June 2023 - July 2024

Academic Research Lab

Los Angeles, CA

Supported educational video production initiatives targeting online learning environments. Collaborated with academic staff to shape educational objectives into clear visual representations. Developed technical and storytelling skills crucial for crafting high-quality content.

- Assisted faculty in translating educational material into engaging video format for students, resulting in better comprehension.
- Participated actively in scriptwriting and brainstorming sessions aimed at aligning visuals with learning goals.
- Gained practical skills using advanced camera equipment and editing applications during project setups.
- Engaged in workshops that refined videography practices and editing precision.
- Produced visually captivating promotions for research campaigns, raising awareness about ongoing initiatives.
- Cultivated a collaborative environment that encouraged innovation throughout the production process.

## LEADERSHIP & AWARDS

- Dean's List, University of California, Los Angeles, 2024
- Best Short Film Award, University Film Festival, 2025

## EDUCATION

### Bachelor of Arts in Digital Media

2026

University of California, Los Angeles GPA: 3.8

Los Angeles, CA

**Coursework:** Digital Video Production, Social Media Marketing, Filmmaking Techniques, Content Creation Strategies

## CERTIFICATIONS

- Digital Media Production Certification 📅 2025
- Social Media Marketing Fundamentals 📅 2025

## TECHNICAL SKILLS

- **Video Editing Software:** Adobe Premiere Pro, Final Cut Pro, After Effects
- **Cameras and Equipment:** DSLR, GoPro, Drone Cameras
- **Audio Recording Tools:** Zoom H4N, Rode Microphones, Sennheiser Mic Systems
- **Lighting Equipment:** Softbox Lights, LED Panels, Reflectors
- **Social Media Platforms:** Instagram, TikTok, YouTube
- **Collaboration Tools:** Slack, Trello, Google Drive
- **Photography Tools:** Photoshop, Lightroom, Camera Lenses
- **Storyboarding Techniques:** Visual Planning Methods, Script Schematics, Shot Lists
- **Marketing Tools:** Hootsuite, Buffer, Canva
- **Research Tools:** Google Analytics, Social Search, Audience Insights

## SKILLS

- Video Production
- Content Marketing
- Visual Storytelling
- Filming Techniques
- Social Media Strategy
- Team Collaboration
- Project Management
- Editing Skills
- Adobe Creative Suite
- Client Engagement
- Transport Logistics
- Narrative Development
- Scriptwriting
- Feedback Integration
- Audience Analysis
- Cross-functional Teamwork

## PROFESSIONAL AFFILIATIONS

- Member, Digital Media Society, UCLA
- Volunteer, Local Nonprofit Video Campaigns

## LANGUAGES

- English (Native)
- Spanish (Intermediate)

## ADDITIONAL INFORMATION

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

## REFERENCES

AVAILABLE ON REQUEST