

# Priya Walker

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## SUMMARY

Creative content creator with hands-on experience producing engaging short-form videos across platforms like TikTok, Instagram Reels, and YouTube Shorts. Developed multiple video series aimed at boosting engagement and visibility for brands. Proven ability to thrive independently while meeting tight deadlines in a project-based remote environment. Always striving to bring brand narratives to life through authentic on-camera representation and inventive storytelling techniques.

## EDUCATION

### Bachelor of Arts in Communications

Springfield University GPA: 3.8

2026

Springfield, IL

**Coursework:** Media Production, Digital Marketing, Visual Storytelling, Audience Analysis

## TECHNICAL SKILLS

- **Video Editing Software:** Adobe Premiere Pro, Final Cut Pro, Camtasia
- **Social Media Platforms:** TikTok, Instagram, YouTube
- **Content Creation Tools:** Canva, iMovie, Filmora
- **Analytical Tools:** Google Analytics, Hootsuite, Buffer
- **Marketing Strategies:** Social Media Marketing, Video Marketing, Influencer Collaboration
- **Storytelling Techniques:** Narrative Structure, Character Development, Emotional Appeal
- **Brand Messaging:** Brand Identity, Value Proposition, Customer Connection
- **Work Management Tools:** Trello, Asana, Monday.com
- **Digital Communication Tools:** Slack, Zoom, Microsoft Teams
- **Research Methods:** Qualitative Research, Trend Analysis, Case Studies

## SKILLS

- Video Production
- Social Media Strategy
- Content Creation
- Adobe Premiere Pro
- Final Cut Pro
- Audience Engagement
- Creative Storytelling
- Editing Skills
- Brand Representation
- Trend Awareness
- Independent Work
- Team Collaboration
- Project Management
- Script Writing
- Analytics Interpretation
- Visual Design

## EXPERIENCE

### Short-Form Video Creator

January 2026 - May 2026

University Project

Remote

Executed a social media campaign producing 30 short-form videos, significantly enhancing online engagement for the university's brand strategy.

- Developed a sequence of 30 short-form videos that led to a 40% increase in social interaction.
- Collaborated closely with marketing peers to refine content based on audience analytics and improvements.
- Acted as the energetic on-camera host, embodying the brand voice through authentic storytelling.
- Utilized Adobe Premiere Pro and Final Cut Pro for high-quality edits and optimal viewing experiences.
- Created unique content for platforms including TikTok and Instagram, emphasizing current trends for shareability.
- Reviewed performance metrics regularly, adapting strategies for ongoing video improvement.

### Content Strategy Developer

November 2025

Hackathon Project

Remote

Designed an innovative video marketing content strategy during a weekend hackathon, resulting in effective promotional material and heightened social reach.

- Produced three captivating promotional videos that increased reaches by 50% for a local startup.
- Engaged collaboratively with a diverse team to conceptualize creative video projects aimed at distinct target demographics.
- Utilized analytical tools to track audience engagement and adapt mechanisms as needed for improved outcomes.
- Presented final productions to judges, gaining accolades for clarity and creativity in messaging.
- Researched current societal trends influencing content development, crafting videos aligned with viewer interests.

## LEADERSHIP & AWARDS

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- Dean's List, Springfield University, 2025
- Best Video Project, University Media Festival, 2025

## CERTIFICATIONS

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- Social Media Marketing Certification 📅 2026
- Video Production Essentials 📅 2026

## PROFESSIONAL AFFILIATIONS

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- Member, University Media Club, 2024 – Present
- Event Coordinator, Student Film Festival, 2025

## LANGUAGES

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- English (Native)
- Spanish (Proficient)

## ADDITIONAL INFORMATION

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

## REFERENCES

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AVAILABLE ON REQUEST